

Search Report from Ginger D. Robert

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 (c) 2002 Business Wire.
File 619:Asia Intelligence Wire 1995-2002/Jan 03
 (c) 2002 Fin. Times Ltd

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(c) 2002 ProQuest Info&Learning
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(c) 2002 CMF Media, LLC
File 649:Gale Group Newswire ASAP(TM) 2002/Jan 03
(c) 2002 The Gale Group
File 654:US PAT.FULL. 1990-2001/Jan 01
(c) format only 2002 The Dialog Corp.
File 696:DIALOG Telecom. Newsletters 1995-2002/Jan 03
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(c) 1999 PR Newswire Association Inc
File 979:Milwaukee Jnl Sentinel Apr 1998-2002/Jan 03
(c) 2002 Milwaukee Jnl Sntl

Set	Items	Description
S1	244	(STATISTIC? OR DEMOGRAPHIC?) (8N) (CUSTOMER? OR CONSUMER? OR SHOPPER? OR BUYER?) (8N) (MERCHANT? OR SELLER? OR RETAILER? OR DISTRIBUTOR? OR VENDOR?) (8N) (RECORD? OR TRACK? OR JOURNAL? OR LOG?) (8N) (TIME OR DATE) (8N) (TRANSACTION? ? OR PURCHASE?)
S2	82	S1 NOT PY>1997
S3	59	RD (unique items)

?t3/3,k/all

3/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2002 Resp. DB Svcs. All rts. reserv.

01169231 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Country and rap decline while rock revives in changing US market
(Soundcarrier sales of country music fell in US for first time in five years in 1994)

Music & Copyright, n 63, p 3

April 12, 1995

DOCUMENT TYPE: Newsletter ISSN: 0968-0322 (United Kingdom)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 831

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...s The Lion King helped soundtracks to achieve a share of 1% for the first time . (See page 6 for a detailed table of purchases by genre).

For the second consecutive year, consumers aged 45 and above increased their share of soundcarrier purchases by more than 1%. As the table below shows, the share of consumption by the over-45s has grown by one-third over five years.

The most important demographic group for US record companies and retailers remained consumers aged between 20 and 29. However, the share of purchases by this group has fallen by 3% to 28% since 1990. The Consumer Profile survey also sub-divides each demographic category, showing for example that those aged between 20 and 24 buy more music (15.4%) than the 25 to 29 age group (12.6%). Consumers aged 15 to 19 years purchased 16.8% of soundcarriers in 1994. The share of this group was almost unchanged compared with 1993, but purchases by younger teenagers fell by 0.7% to 7.9%.

The increasing role of the "baby boomer" generation and older demographic groups may be linked to the continuing growth in importance of record clubs in the US market. According to Chilton, clubs accounted for 15.1% of soundcarrier...

3/3,K/2 (Item 1 from file: 13)

DIALOG(R)File 13:BAMP
(c) 2002 Resp. DB Svcs. All rts. reserv.

01018415 00730463 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Reuters Profile: An Online Hall of Mirrors
(Reuters Holdings' omnipresence in the online information industry discussed; searchers warned to look for duplication of data among its many products)

Article Author(s): Ojala, Marydee

Database, v 19, n 4, p 12,14,16+

August 1996

DOCUMENT TYPE: Journal ISSN: 0162-4105 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 4316

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...U.K. They supply transactional dealing stations to traders along with a variety of real-time market and financial information products and market analysis software. Reality is another Reuters company, producing...

...Network for individual investors. Additionally, Reuters owns I.P. Sharp, the Canadian-based economics and statistics database company and online host used primarily by economists. AdValue Media Technologies, a 50-50 joint venture with the Westinghouse Broadcasting Company, specializes in advertisement tracking , media purchasing, and other transaction and communication systems for media buyers and sellers . Ingenius, based in Denver, is a joint venture of Reuters NewMedia and cable company TeleCommunications...

3/3,K/3 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2002 ProQuest Info&Learning. All rts. reserv.

01472668 01-23656

Retailers check out in-store tools

Maguire, Stuart

Marketing Week v20n14 PP: 36-37 Jul 3, 1997

ISSN: 0141-9285 JRNLD CODE: MWE

WORD COUNT: 938

...TEXT: recipes or other incentives dispensed at the checkout, based on scanner-read actual purchases.

Frequent-shopper programmes campaigns where consumers receive added value based on product and/or retailer loyalty. These schemes typically use membership card programmes and usually involve the accumulation of points or historical record of product purchases for redemption at a later date.

Electronic discounts -- credits that are earned and automatically deducted from consumers' shopping transactions.

EM emerged in the mid-Eighties in response to a convergence of many diverse factors. Significantly, both consumer demographics and media delivery systems had changed radically since the Sixties. Consumers had become less homogeneous and media options had been transformed.

In addition, scanner technology was...

3/3,K/4 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2002 ProQuest Info&Learning. All rts. reserv.

01354399 00-05386

Interactive retailing: Present and future scenarios

Scansaroli, Jay A; Eng, Vicki

Chain Store Age v73n1 PP: 14A-17A Jan 1997

ISSN: 0193-1199 JRNLD CODE: CSA

WORD COUNT: 1922

...TEXT: full-service stores in these areas. They may not want to force electronic shopping on customers, and customers will occasionally want to pick up an item immediately, though they may have shopped for it online.

On line, retailers will begin to micromarket, targeting individuals rather than demographic segments. Through point-of-sale information and by tracking Internet purchases, smart retailers will learn what each customer buys.

Most retailers will be forced to drive slack from their businesses. This will mean closing stores, reducing overhead and keeping less excess inventory, even converting to a just-in-time system. Stores will learn to focus their merchandise, curtailing redundancy in the marketplace.

Retailers who...

3/3,K/5 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2002 ProQuest Info&Learning. All rts. reserv.

01106393 97-55787

Basic telemedia provide backbone for new database network

Cross, Richard; Smith, Janet

Direct Marketing v58n6 PP: 34-36 Oct 1995
ISSN: 0012-3188 JRNLD CODE: DIM
WORD COUNT: 1573

...TEXT: and delivering savings opportunities for the latter. At no charge, US West provides each interested consumer household with two plastic cards, magnetically encoded with a unique household identification number. They also...

... of participating merchants, each of whom lists specific savings offers for Your Value Card users.

Consumers present their cards to these merchants at the time of purchase along with their cash, check, or credit card payment to receive the promised benefit. The merchant swipes the card through a magnetic stripe card reader that records the date, dollar amount, and location of the transaction. US West records the transaction in its card holder database, which also contains a wealth of demographic and lifestyle data appended from third-party sources. As transaction history builds, US West analyzes it to determine the customer profiles for each merchant, makes recommendations for specific programs each merchant could undertake to acquire or retain customers, and even executes the communications for those programs.

The Changing Balance of Benefits

What's happening here is a total change in the relationship for everyone concerned:

* The consumer is getting savings, broader access to information about available shopping sources and, over time, increasingly...

3/3,K/6 (Item 4 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2002 ProQuest Info&Learning. All rts. reserv.

00709923 93-59144
Businessvision II
Gebhard, LaVerne E
Management Accounting v74n11 PP: 14 May 1993
ISSN: 0025-1690 JRNLD CODE: NAA
WORD COUNT: 901

TEXT: BusinessVision II is a comprehensive software package that covers a business's receivables, payables, orders, purchases, inventory, bills of material, general ledger, budgets, and payroll. (This review concentrates on the modules...

...company.)

Many important features are automatic. For example, when an invoice is prepared, stocklevels, sales statistics, sales and cost accounts, accounts receivable, and others are adjusted automatically. Similarly, when a check is issued, vendor statistics, accounts payable ledgers, bank balance records, and others are adjusted automatically. Consequently, up-to-date information about customers, suppliers, orders, payroll, sales or purchases analysis, budgets, or general ledger can be viewed at any time. Reports, too, either in detail or summarized, can be printed at any point. If, however...

3/3,K/7 (Item 5 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2002 ProQuest Info&Learning. All rts. reserv.

00632222 92-47162

Retail Systems: No Longer Business as Usual

Johnson, Steven J.

Journal of Systems Management v43n8 PP: 8-10, 34-35 Aug 1992

ISSN: 0022-4839 JRNL CODE: JSM

WORD COUNT: 3624

...TEXT: RF communication provides retailers with data capture devices that are portable, powerful ad allow real- time verification and update. The RF network enables the **retailer** to use hand-held devices to:

Change prices on the selling floor or in the store back room.

Record sales at the point of decision, then hold transaction information in the system until the **customer** reaches the register to pay.

Access information on sales **statistics**, **customers** and other stores directly from the selling floor.

Provide effective **customer** service, putting information in the hands of the sales associate.

CARD TECHNOLOGY. One of a **retailer**'s most critical technology needs is for information systems at the point of sale to capture **customer** and sales information. Proprietary credit cards and frequent **shopper** cards can be a good source of **consumer** dab When one of these cards is "swiped" through an in-store POS device, the...

3/3,K/8 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05146481 Supplier Number: 47855357

Oracle And ICVERIFY Announce Strategic Agreement To Integrate ICVERIFY'S Payment Technology With Oracle's Electronic Commerce Products

PR Newswire, p0723LAW053

July 23, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 517

... Internet businesses that are searching for easy-to- use, flexible Internet commerce solutions. Now Oracle **customers** can utilize this same payment solution."

ICVERIFY offers software developers and integrators ease-of-use...

...platforms and Internet commerce solutions. Providing instant on-line authorization, capture and settlement of payment transaction data, ICVERIFY enables efficient access to historical transaction data for tracking **customer** demographic information and purchasing patterns with any Windows-, UNIX- or DOS- based POS system. ICVERIFY can be implemented for single or multiple **merchants**. ICVERIFY works in real time to help **merchants** develop virtual storefronts and to help Internet Service Providers supply their hosted merchants with e...

3/3,K/9 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

05028912 Supplier Number: 47383339 (USE FORMAT 7 FOR FULLTEXT)
Applix inks deal with Intraware to have Applix Office, Anyware Office, and
Applixware available electronically.

Business Wire, p05141095

May 14, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 632

... and support. Additionally, value-added services are offered, including in-depth sales reporting data and statistics on customer/prospect evaluations. A "merchant system" with built-in transaction tracking and licensing management capabilities is also provided to guarantee application distribution reporting on command.

About...

...Inc., (NASDAQ: APLX) headquartered in Westboro, MA, is a leading provider of software for managing customer interaction, real-time decision support and office productivity across globally networked, extended enterprise environments. The company provides cross...

3/3,K/10 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

04890821 Supplier Number: 47193502 (USE FORMAT 7 FOR FULLTEXT)
ICVERIFY Agreement with Microsoft Offers Merchants a Complete On-Line
Payment Solution; ICVERIFY's Payment Processing Software Seamlessly
Integrates With Microsoft Merchant Server.

Business Wire, p3100208

March 10, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 520

ICVERIFY is a real-time electronic transaction processing solution for merchants developing a virtual storefront and requiring a virtual POS system to accept transactions.

ICVERIFY is the premier payment transaction software of choice among software developers and integrators because of its ease-of-use and...

...across multiple platforms and Internet commerce solutions. ICVERIFY provides instant authorization, capture and storage of customer transaction data electronically and enables merchants to track customer demographic and purchasing pattern information with any Windows, UNIX or DOS-based POS system.

"ICVERIFY's ability to support multiple merchant sites combined with Microsoft Merchant Server's flexible configuration and full scalability enables companies to expand their Web systems as..."

3/3,K/11 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

01484048 Supplier Number: 41797124 (USE FORMAT 7 FOR FULLTEXT)
VERIFONE INTRODUCES GEMSTONE FAMILY OF TRANSACTION SUPERSYSTEMS TO
INTEGRATE PAYMENT AND BUSINESS MANAGEMENT FOR RETAILERS

PR Newswire, p1

Jan 14, 1991

Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 704

... scrip, gift certificates, money orders, food stamps and health insurance claims.

Transaction SuperSystems also give **retailers** and other users the information they need to manage critical aspects of their business. A ...

...information for cash managment, inventory control, sales accounting, automated pricing, electronic ordering, margin analysis, employee time and attendance, shift scheduling, customer data collection and demographics .

Gemstone Transaction SuperSystems are targeted initially for specialty stores, convenience stores, restaurants and other **retailers** .

Extends VeriFone Product Line

"Gemstone Transaction SuperSystems represent the next logical step in the evolution of the VeriFone product line," said Ashok Narasimhan, vice president of...

3/3,K/12 (Item 1 from file: 18)
DIALOG(R)File 18:Gale Group F&S Index(R)
(c) 2002 The Gale Group. All rts. reserv.

01010646 Supplier Number: 40461886
'Vision' of future opens opportunities
Grocery Marketing, v54, n8, p58
August, 1988
ISSN: 0888-0360
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Tabloid; Trade

ABSTRACT:

...Technology is a joint venture between Donnelley Marketing, Procter & Gamble and CheckRobot. The card keeps track of consumer purchases and the demographics of the consumer . This information is displayed on the checkout terminal each time a transaction is made, which enables **retailers** to target promotions to cardholders. Moderate hardware changes are required by the **retailer** . In order to increase card usage and cardholders, **retailers** may need to award points for inserting the card at in-store promotion equipment, enabling stores to track the cardholder and allowing the user to receive a benefit. During the log -in, the retailer could transmit promotions on a Vision screen or offer the user coupons...

3/3,K/13 (Item 1 from file: 146)
DIALOG(R)File 146:Washington Post Online
(c) 2002 Washington Post. All rts. reserv.

4046964
On Extra Day, Visions of Sales Ring in Retailers' Heads
The Washington Post, December 24, 1995, FINAL Edition
By: Margaret Webb Pressler, Washington Post Staff Writer
Section: METRO, p. B01
Line Count: 86 Word Count: 952

... Thomas Fingleton, chairman of District-based Hecht's, also said the Extra Day simply makes "customers defer their purchases closer to Christmas."

Michael P. Niemira, a Mitsubishi bank economist who tracks retail sales, said any gain that retailers show this year because of the calendar is "more of an accounting thing than anything else." But when pressed, his argument began to falter.

"Statistically, I've heard claims on both sides," he said. "I guess I've come down..."

... day) unless you have more people off from work, which may be the case this time."

There are two kinds of shoppers, too: Those who are thrilled to have the Extra...

3/3,K/14 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

09832650 SUPPLIER NUMBER: 18010510 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Analyzing competition requires in-depth knowledge of consumer.
McGrath, Phil; Lainis, Paul
Chain Drug Review, v17, n20, p76(1)
Oct 23, 1995
ISSN: 0164-9914 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1090 LINE COUNT: 00095

Analyzing the competition across all channels requires an in-depth look at consumer purchasing behavior, shopping habits, demographics, attitudes, opinions and even media propensities. The Nielsen Household Panel documents this information, tracking the purchases of 40,000 U.S. households across all channels and outlet types. For each transaction the panel members record date, price, promotions and quantity purchased, as well as the ages and genders of shoppers and intended users.

Retailers can use this all-outlet panel data to develop the essential category management programs that...

...drive sales and profitability in key drug categories. In a speech entitled "The Drug Store Consumer," presented at the Institute for International Research drug channel conference, Paul Lainis outlined a useful...

3/3,K/15 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

09830905 SUPPLIER NUMBER: 17785587 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Bar codes - not just for retail anymore. (Feature Report)
Musgrove, Peter
Computer Dealer News, v11, n23, p30(2)
Nov 15, 1995
ISSN: 1184-2369 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 649 LINE COUNT: 00056

... management with accurate and current inventory information. Also, raw materials can be tracked from the time they are received until the time they become finished goods. Movement of goods can be monitored throughout the manufacturing or distribution...

...are able to better manage inventories and reduce the risk of product shortage or surplus.

Distributors can also enjoy the benefits of this technology since products can be tracked from receipt to shipping. The inventory information provides purchasers, sales staff and management with accurate statistics for forecasting, re-orders and marketing plans. For those companies dealing with products bearing serial numbers, serial number tracking can be part of the bar code and linked to invoices for later warranty service and sales information.

Bar coding can ensure better stock rotation since date information can be encoded and 'first-in-first-out' principles can be applied. Customers can be sure that perishable or date-sensitive goods are new and will have the...

3/3,K/16 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

09232578 SUPPLIER NUMBER: 19015197 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Present and future scenarios. (online shopping) (Wired Kingdom: Interactive Retailing)

Scansaroli, Jay A.; Eng, Vicky
Chain Store Age Executive with Shopping Center Age, v73, n1, p14A(4)

Jan, 1997

ISSN: 0193-1199 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2093 LINE COUNT: 00166

... full-service stores in these areas. They may not want to force electronic shopping on customers, and customers will occasionally want to pick up an item immediately, though they may have shopped for it on line.

On line retailers will begin to micromarket, targeting individuals rather than demographic segments. Through point-of-sale information and by tracking Internet purchases, smart retailers will learn what each customer buys.

Most retailers will be forced to drive slack from their businesses. This will mean closing stores, reducing overhead and keeping less excess inventory, even converting to a just-in-time system. Stores will learn to focus their merchandise, curtailing redundancy in the marketplace.

Retailers who...

3/3,K/17 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

08872554 SUPPLIER NUMBER: 18568851

Reuters profile. (Reuters Holdings PLC)

Ojala, Marydee

Database, v19, n4, p12(7)

August-Sep, 1996

ISSN: 0162-4105 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 4819 LINE COUNT: 00390

... U.K. They supply transactional dealing stations to traders along with a variety of real-time market and financial information products and market analysis software. Reality is another Reuters company, producing...

...Network for individual investors. Additionally, Reuters owns I.P. Sharp, the Canadian-based economics and statistics database company and online host used primarily by economists. AdValue Media Technologies, a 50-50

joint venture with the Westinghouse Broadcasting Company, specializes in advertisement tracking , media purchasing, and other transaction and communication systems for media buyers and sellers . Ingenius, based in Denver, is a joint venture of Reuters NewMedia and cable company TeleCommunications...

3/3,K/18 (Item 5 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

08472560 SUPPLIER NUMBER: 18007375 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Sperry Van Ness computerizes access to property info.(Focus: Real Estate & Development)
Scanlon, Cynthia
Business Journal - Serving Phoenix & the Valley of the Sun, v16, n11,
p31(1)
Jan 12, 1996
ISSN: 0895-1632 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 539 LINE COUNT: 00045

... with less paper pushing."

According to Vesledahl, the network also provides a cost-effective and time -efficient way for the firm to track a variety of commercial properties, active buyers and sellers , industry trends, demographics and statistical information affecting the market.

"It's a complete library of real estate information at your...

...an owner with all the property he or she owns along with when it was purchased , type of property, when it last sold and how much it cost. Vesledahl said his...

3/3,K/19 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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08156666 SUPPLIER NUMBER: 17476229 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Get up-to-date on point-of-sale systems.(Shop Talk) (Column)
McClain, Buzz
Video Business, v15, n21, p58(2)
Sep 1, 1995
DOCUMENT TYPE: Column ISSN: 0279-571X LANGUAGE: English
RECORD TYPE: Fulltext
WORD COUNT: 1868 LINE COUNT: 00154

... also can handle different late fees and rental fees for new vs. catalog titles.

* Inventory tracking . Unique, for example, has a purchase -order system that indicates whether orders have been delivered correctly and on time even at remote stores.

SIS, via its VSS Plus package, distributes monthly new-release information to its customers by modem, with a "Video Selector" suggesting depth of purchase based on national statistics and the individual store's budget.

OCI's "Enhanced Merchant Point" program lets retailers keep tabs on up to 22,000 different sales items, videocassettes being just one item

...posts or inner-city convenience stores," Nicoll pointed out "often have a lot of merchandise."

* Customer service. OCI has a "waiting-list-management" feature for reservations and also provides automatic graphing...

3/3,K/20 (Item 7 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
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07807794 SUPPLIER NUMBER: 17003672 (USE FORMAT 7 OR 9 FOR FULL TEXT)
The \$250,000 question. (Goodwin's Super Market's home-grown systems
software)

Hale, Larry
Supermarket Business, v50, n4, p25(2)
April, 1995
ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 932 LINE COUNT: 00076

... operation. Security is implemented throughout the system at various management levels. The receipt screen shows customers the details of their purchase . The system handles cash, checks, food stamps, and credit, guarantee and debit cards.

* Sales history reporting: Goodwin's can now track an individual customer 's amount of purchase for use in sales promotions. Sales statistics are available in by-minute, by- date , by-week, by-month and by-year formats for one year and up. The system provides gross margin information by department, category or vendor through single-button entry.

3/3,K/21 (Item 8 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
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05222360 SUPPLIER NUMBER: 11337932 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Taking advantage of 'system application architecture.' (Computer Solutions
Inc.'s Order Power)
Schell, Ernest H.
Catalog Age, v8, n1, p83(2)
Jan, 1991
ISSN: 0740-3119 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 1551 LINE COUNT: 00130

... defined inventory/accounting transaction rules, out-of-stock/items below reorder point report, on-line purchase orders, consolidate vendor orders across multiple inventories, maintain vendor 's SKU number, post receipts directly to inventory file, replacement cost calculation.

Customer file: Add/delete/change customer records (even during order-entry), share/segregate multicatalog house files, select names based on demographic criteria, user-definable demographic coding, contact notations for each name, terms of payment, duplicate identification/elimination, select names by state/zip code/last activity date /dollars, customer mailing history, purge names based on date of last activity/dollars.

Accounting: Daily sales report, open-item accounts receivable, aging of invoices...

3/3,K/22 (Item 9 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

04917898 SUPPLIER NUMBER: 10330043 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Today's retail behemoths, tomorrow's white elephants. (retail food super
store economics)
Dell, W. Frank
Grocery Marketing, v56, n12, p40(2)

Dec 24, 1990
ISSN: 0888-0360 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 1425 LINE COUNT: 00117

... in less time and/or transferred to other household members.

One-stop shopping is the **customer** -oriented solution for less shopping time . With the elimination of the need for a number of shopping trips to procure needed goods and services, the time -starved **shopper** naturally has more reason to concentrate his **purchases** at one store.

For the **retailer** , the benefits of this phenomena are increased transaction size and profitability. The obvious " logic " is research and circumstances support the superstore concept.

But, if we look at this from a socio- **demographic** perspective, another view emerges. The key here is the so-called "graying" of Americans who...

3/3,K/23 (Item 10 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

04588512 SUPPLIER NUMBER: 09034589 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Point of sale acceptance continual card industry challenge. (includes article on state legislative action on credit cards)
Seidenberg, John P.; Mseka, Ayo I.
Card News, v5, n9, p1(3)
May 7, 1990
ISSN: 0894-0797 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 536 LINE COUNT: 00041

... represent incentives to use cards and POS debit systems in place at stores, he said. **Customers** , who no longer would have to clip coupons for particular products on sale, would be motivated to keep coming back to the store. For the store's purposes, the **consumer** becomes locked in.

Recording buying habits

Dahl's Supermarkets in Des Moines, Iowa, have a smart card system for checkout (CN, April 23, p. 3). These cards are used to pay for **purchases** , obtain coupons, receive rebates, and accrue instant frequent- **shopper** points. At the same time , the **retailer** can collect detailed **demographics** on **shoppers** and their **purchases** .

"[The question is] can the [**shopper** card] be marketed, can it be linked to other features that can be made available...
...Nelson asked.

Of paramount value in these cards is the ability to capture information about **customers** . The supermarket then is able to start soliciting that customer in terms of purchasing patterns...

3/3,K/24 (Item 1 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01999872
'Vision' of future opens opportunities
Grocery Marketing August, 1988 p. 58
ISSN: 0888-0360

...Technology is a joint venture between Donnelley Marketing, Procter & Gamble and CheckRobot. The card keeps track of **consumer** **purchases** and the **demographics** of the **consumer** . This information is displayed on the checkout terminal each time a **transaction** is made, which enables **retailers** to target promotions to cardholders. Moderate hardware changes are required by the **retailer** . In order to increase card usage and

cardholders, retailers may need to award points for inserting the card at in-store promotion equipment, enabling stores to track the cardholder and allowing the user to receive a benefit. During the log -in, the retailer could transmit promotions on a Vision screen or offer the user coupons...

3/3,K/25 (Item 1 from file: 180)
DIALOG(R)File 180:Federal Register
(c) 2002 format only The DIALOG Corp. All rts. reserv.

DIALOG Accession Number: 02399123 Supplier Number: 960302699
Export Administration Regulation; Simplification of Export Administration
Regulations
Volume: 61 Issue: 58 Page: 12714
CITATION NUMBER: 61 FR 12714
Date: MONDAY, MARCH 25, 1996

3/3,K/26 (Item 2 from file: 180)
DIALOG(R)File 180:Federal Register
(c) 2002 format only The DIALOG Corp. All rts. reserv.

DIALOG Accession Number: 02274118 Supplier Number: 930201997
Privacy Act of 1974; Reissuance of DOD Systems of Records Notices
Volume: 58 Issue: 33 Page: 10002
CITATION NUMBER: 58 FR 10002
Date: MONDAY, FEBRUARY 22, 1993

TEXT:
...Social Security Number, or other acceptable identifying information that will facilitate locating the records.

Contesting record procedures:

The Department of the Army rules for accessing records and for contesting contents and...

...the system manager.

Record source categories:
From the customer and from correspondence between AAFES and Vendors .

Exemptions claimed for the system:

None.

AAFES 0702.43

System name:

Travel Advance Files.

System...

3/3,K/27 (Item 1 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
(c)2002 Info.Sources Inc. All rts. reserv.

00103556 DOCUMENT TYPE: Review

PRODUCT NAMES: ICVerify (615587)

TITLE: Verify This!

AUTHOR: Fuller, Arthur

SOURCE: Databased Web Advisor, v15 n7 p10(3) Jul 1997

ISSN: 1090-6436

HOMEPAGE: http://www.advisor.com

RECORD TYPE: Review

REVIEW TYPE: Review

GRADE: B

REVISION DATE: 20010430

...credit card authorization software is used by several large software companies and others who allow purchases to be made with a credit card over the Web. The real-time electronic transaction processing system is used on virtual storefronts, and gives vendors the ability to capture store customer transaction data. Vendors can track demographic and purchasing information with any point-of-sale system. There are two versions available, an...

3/3,K/28 (Item 1 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2002 The Gale Group. All rts. reserv.

02086959 SUPPLIER NUMBER: 19576765 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Verify this! Credit card authorization: online or off. (ICVERIFY's ICVerify
transaction processing software) (includes related article on Microsoft
Merchant Server) (Software Review) (Evaluation)

Fuller, Arthur

Databased Web Advisor, v15, n7, p10(3)

July, 1997

DOCUMENT TYPE: Evaluation ISSN: 1090-6436 LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1903 LINE COUNT: 00162

What it is

ICVERIFY is a real-time electronic transaction processing solution for vendors developing a virtual storefront and requiring a virtual Point-of-Sale (POS) system to accept transactions. In addition to nearly instantaneous authorization, ICVERIFY provides the capability to capture and store customer transaction data. This enables vendors to track customer demographic and purchasing-pattern information with any Windows, UNIX, or DOS-based POS system.

By integrating into the Merchant Server Order Processing Pipeline, ICVERIFY provides a seamless and easy credit card payment solution to...
...transactions.

* A single copy of the program may be used for up to 999 individual merchant licenses, making it ideal for groups of professionals, such as doctors, lawyers, or engineers.

* Support for recurring transactions, such as installment plans, and invoices billed automatically to a credit card or withdrawn from a checking account.

* Stores up to nine years of data, with demographic and transaction reports, so vendors can track sales trends and increase revenues. Data is stored in simple, comma-delimited ASCII files, allowing

...

Search Report from Ginger D. Robert

...applications. Developers can thus retrofit the software to existing corporate or back office information systems.

Transactions can be searched by customer name, invoice number, date, or date range, transaction type, and more. Storing transaction data lets merchants reconcile financial information for any user-selectable time period. ICVERIFY also produces management reports showing transactions by card type, including average purchase, total...

3/3,K/29 (Item 2 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

02013912 SUPPLIER NUMBER: 18892772 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Applications without an attitude. (application development software and
HP's MeasureWare and IT/Operations network management software) (Inner
Networking) (Product Information) (Column)
Huntington-Lee, Jill
HP Professional, v10, n11, p54(2)
Nov, 1996
DOCUMENT TYPE: Column ISSN: 0896-145X LANGUAGE: English
RECORD TYPE: Fulltext; Abstract
WORD COUNT: 1016 LINE COUNT: 00091

... response time. Application developers must instrument their applications with Transaction Tracker facility to obtain response time data.

Whereas IT/O agents trigger alarms based on specific messages, MeasureWare agents can apply...

...resource utilizations and bottleneck indicators, against predefined alarm thresholds. Measure Ware agents are capable of tracking approximately 30 system metrics.

Non-Intrusive With Intrusive Options
EMANATE is an extensible agent that...

...every copy of HP-UX 10.x. A master agent in HP-UX 10 collects statistics from connected subagents, and a MIB II subagent included in the bundle tracks system up time and various I/O statistics. Customers can optionally purchase a subagent development kit for building SNMP subagents capable of monitoring HP-UX processes in critical applications. Of course, there are other vendors offering applications management solutions. Products competing with HP IT/O include Computer Associates' CA-Unicenter...

3/3,K/30 (Item 3 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

01933038 SUPPLIER NUMBER: 18260812 (USE FORMAT 7 OR 9 FOR FULL TEXT)
E-commerce: IBM leads industry with comprehensive strategy, technologies
for electronic commerce; electronic shopping, secure transactions. (IBM
Net.Commerce Server software) (Product Information)
EDGE: Work-Group Computing Report, v7, n312, p4(1)
May 6, 1996
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2146 LINE COUNT: 00187

... shopping cart that is "remembered" if he or she wishes to shop at a later time. A custom order form will then be presented to the consumer with the shipping cost and sales tax calculated (in the U.S. and Canada). The consumer will then securely enter his or her credit card information

for immediate payment.

* Micromarketing and market research: The IBM Net.Commerce system will aid customer research and "micromarketing," or marketing to the individual. Merchants will be able to compile marketing statistics and generate customized reports from usage data and logs. Information such as pages visited, items purchased and searches performed will be tracked by the Net.Commerce system.

Additionally, IBM has developed a powerful intelligent agent technology which can "remember" a customer profile and past buying preferences. It will also analyze consumer buying patterns, such as which consumer or group of consumers like red shirts, order extra large, and so on. As a result of this analysis...

3/3,K/31 (Item 4 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

01932927 SUPPLIER NUMBER: 18238193 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Monster dimensions: design solutions for handling changes in very large
dimensions. (managing very large data warehouses) (Data Warehouse
Architect) (Technology Information) (Column)
Kimball, Ralph
DBMS, v9, n5, p14(2)
May, 1996
DOCUMENT TYPE: Column ISSN: 1041-5173 LANGUAGE: English
RECORD TYPE: Fulltext; Abstract
WORD COUNT: 1506 LINE COUNT: 00119

... ten values each. Surprisingly, a workable solution to this problem is to build a second demographics dimension. At a large retailer recently, I faced the problem of two sets of demographics measures. One set related to traditional income, family, and education measures of the customer and the other related to volatile purchase and credit behavior measured while buying the retailer's products. All of these attributes combined together resulted in several million possible combinations. I was worried that the demographic dimension approach was not going to work. Somewhat reluctantly, I proposed a two demographics dimensions approach. To my surprise, the resulting data warehouse was very successful. The retailer was very pleased with the flexibility of the data model and the ability to track the changes both in family demographics and customer behavior very responsively.

A third potential drawback to this approach is that we have separated

...

...data from the more constant descriptors of the customer, such as geographic location and birth date. Now it is harder to browse the data as if it were a single dimension...

3/3,K/32 (Item 5 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

01447501 SUPPLIER NUMBER: 11284143 (USE FORMAT 7 OR 9 FOR FULL TEXT)
New computer kiosks generate sheet music. (MusicWriter Inc.'s Notestation
electronic sheet music systems) (product announcement)
Stokell, Ian
Newsbytes, NEW09160002
Sept 16, 1991
DOCUMENT TYPE: product announcement LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT
WORD COUNT: 563 LINE COUNT: 00045

Search Report from Ginger D. Robert

... music.

The company intends to use a centralized computer at the company's headquarters to track all sales transactions, including billing and royalty data, conducted at each NoteStation location. The central computer will also compile statistics on song titles reviewed and purchased that will then be used to provide retailers and publishers with custom market reports, and consumers with up-to-date popularity rankings.

According to the company, electronic distribution of sheet music will ensure that the...

3/3,K/33 (Item 1 from file: 541)
DIALOG(R)File 541:SEC Online(TM) Annual Repts
(c) 1987-1997 SEC Online Inc. All rts. reserv.

1127379
MOORE CORPORATION LTD - 1996 Annual Report

Publication Date: 12/31/96

TEXT:

...programs automate and streamline the management of information for contracts, schedules, billing, trust management and statistical reporting.

With Moore's comprehensive real estate technologies, CENTURY 21 agents and brokers can reduce their sales cycle time.

Improved Tracking System At Point-of-Sale

When the number one supermarket retailer in France, Carrefour, expanded its consumer offerings beyond food distribution into financial services, consumer products and after-sales service, it needed a more effective system to track purchase orders, guarantees and service agreements.

Moore worked with Carrefour to design and print an integrated purchase order safety guarantee and product brochure that keeps all product information together. This unique system...

3/3,K/34 (Item 2 from file: 541)
DIALOG(R)File 541:SEC Online(TM) Annual Repts
(c) 1987-1997 SEC Online Inc. All rts. reserv.

1118302
ACNIELSEN CORP - 1996 Annual Report

Publication Date: 12/31/96

TEXT:

...Providing Insight Enables clients to determine the most effective methods for delivering advertising messages to consumers ... Provides a common currency for negotiations between buyers and sellers of advertising time or space...

Demographic information supports targeted advertising to likely purchasers ... Advertising expenditure measurement helps clients track the activities of their competitors. Growth Opportunities Expansion of television audience measurement into new markets...

3/3,K/35 (Item 3 from file: 541)

Search Report from Ginger D. Robert

DIALOG(R)File 541:SEC Online(TM) Annual Repts
(c) 1987-1997 SEC Online Inc. All rts. reserv.

0764778
CATALINA MARKETING CORP - 1994 Annual Report

Publication Date: 03/31/94

TEXT:

...effectiveness.

With our Checkout Direct program, for example, manufacturers not only reach exactly the right **customer**, they reach him to her at exactly the right **time** before the **purchase**.

Checkout Direct, now reaching over five million households, links the Catalina Marketing Network with **retailers**' existing card based payment programs. The program monitors buying frequency and behavior over **time** using the **shoppers**' check cashing card, ATM, or other card-based **shopper** program as a means of identifying them and **recording** specific brand **purchase** information without **recording** personal or **demographic** data. Using this information, Checkout Direct allows manufacturers to issue customized incentives to each **shopper** based on that **shopper**'s demonstrated buying behavior.

Checkout Direct also ensures that a product incentive is delivered to a **shopper** as close as possible to when the product will next be **purchased**.

A customer who typically buys candy every fifth shopping trip, for example, could receive a...

3/3,K/36 (Item 4 from file: 541)
DIALOG(R)File 541:SEC Online(TM) Annual Repts
(c) 1987-1997 SEC Online Inc. All rts. reserv.

0385118
CADMUS COMMUNICATIONS CORP - 1991 Annual Report

Publication Date: 06/30/91

TEXT:

...on the qualities and processes of their suppliers, we are moving to assure that our **customers** are enhanced by their choice of and association with Cadmus.

To accomplish this objective, under the rubric of strategic continuous improvement, Cadmus is pursuing excellence on six **tracks**, as follows:

Strategic Vendor Partnerships
Continuous Improvement Work Teams
Statistical Process Controls
Just-in- Time Work Flow
Total Quality Management Systems
Strategic Investment Program

In its strategic **vendor** partnerships, Cadmus is working to assure that the products and services we **purchase** consistently meet the specifications our **customers** require. Such oversight is designed to assure that our products will be produced on **time**, at the agreed cost, and with the intended look and performance.

Through its continuous improvement...

...autonomy to

~~Search Report from Ginger D. Robert~~

improve their intra-and intergroup collaboration, with one objective in mind--improve the **customer**'s experience by reducing lead times, reducing cost, and improving quality!

Managers and craftspersons alike...

3/3,K/37 (Item 1 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

2377069
AMERICAN RADIO SYSTEMS CORP - 1996 10K Report

Publication Date: 12/31/96

TEXT:

plans, projections, **statistics**, engineering **records**, and all files and **records** used by **Seller** in connection with its operations of the Station;

(f) Opinions of Counsel. Opinions of **Seller**'s counsel and communications counsel dated as of the Closing **Date**, and addressed to **Buyer** and at **Buyer**'s directions, to **Buyer**'s lenders, substantially in the form of Schedule 8.2 hereto.

8.3 Deliveries by **Buyer**. Prior to or on the Closing **Date**, **Buyer** shall deliver to **Seller** the following, in form and substance reasonably satisfactory to **Seller** and its counsel:

(a) **Purchase Price**. The **Purchase Price** paid to **Seller** or **Seller's** designee as provided in Section 2.3;

(b...

3/3,K/38 (Item 1 from file: 543)
DIALOG(R)File 543:SEC Online(TM) 10-Q Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

2060133
AMERICAN RADIO SYSTEMS CORP - 1997 10Q Report

Publication Date: 06/30/97

TEXT:

...in this Agreement to be performed and complied with prior to or on the Closing **Date**;

(d) General Partner's Certificate. A certificate, dated as of the Closing Date, executed by...

...date not more than fifteen (15) days before the Closing Date and a copy of **Seller**'s limited Partnership Agreement certified by **Seller**'s General Partner as of the Closing Date;

(e) Licenses, Contracts, Business **Records**, Etc. Copies, if available, of all licenses, Assumed Contracts, blueprints, schematics, working drawings, plans, projections, **statistics**, engineering **records**, and all files and **records** used by **Seller** in connection with its operations of the Station;

(f) Opinions of Counsel. Opinions of **Seller**'s counsel and

Search Report from Ginger D. Robert

communications counsel dated as of the Closing Date , and addressed to Buyer and at Buyer 's directions, to Buyer 's lenders, substantially in the form of Schedule 8.2 hereto.

8.3 Deliveries by Buyer . Prior to or on the Closing Date , Buyer shall deliver to Seller the following, in form and substance reasonably satisfactory to Seller and its counsel:

- (a) Purchase Price. The Purchase Price paid by wire transfer to Seller as provided in Section 2.3;
- (b) Assumption...

3/3,K/39 (Item 2 from file: 543)
DIALOG(R)File 543:SEC Online(TM) 10-Q Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

1612715
PRICELLULAR CORPORATION - 1996 10Q Report

Publication Date: 06/30/96

TEXT:

...actions reasonably requested by Sellers in order to effectuate all or any part of the transactions contemplated by this Agreement as a like-kind exchange in accordance with Section 1031 of...

...the rules and regulations thereunder.

6.05 Lien Releases. On or prior to the Closing Date , Northland will provide evidence reasonably satisfactory to Buyer that all Liens affecting the assets, other than Permitted Liens, have been or as of the Closing Date will be terminated, released or waived, as appropriate, or original executed instruments effecting such terminations, releases or waivers will be provided by Sellers .

6.06 Documents and Records . On or prior to the Closing Date , Northland will provide Buyer with all (i) existing blueprints, schematics, working drawings, plans, specifications, projections, statistics , engineering records , original plant records , system construction and as-built maps relating to the System; (ii) customer lists, files and records used by Northland in the operation of the System; and (iii...

3/3,K/40 (Item 1 from file: 553)
DIALOG(R)File 553:Wilson Bus. Abs. FullText
(c) 2001 The HW Wilson Co. All rts. reserv.

03528266 H.W. WILSON RECORD NUMBER: BWBA97028266 (USE FORMAT 7 FOR FULLTEXT)

Repairs in progress.

AUGMENTED TITLE: new technology, tools and services help control mine maintenance costs; cover story

Carter, Russell A

Coal Age (Chicago, Ill.: 1996) (Coal Age (Ill)) v. 102 (Mar. '97) p. 18-21

LANGUAGE: English

WORD COUNT: 3798

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

Search Report from Ginger D. Robert

... preventive maintenance tools allow the user to specify and review repair schedules, future service date scheduling, and component replacement forecasting, as well as to examine the complete PM history of each item of equipment. The parts inventory module can generate purchase orders and track parts receipt and usage by part number, category, or vendor.

Recently, a West Virginia mine customer using MPM4 was able to identify and track a failure trend in the wheel motors of its underground equipment. Using the production statistics and equipment service records compiled by MPM4, the customer determined the recurring failures were occurring after the units handled about 50,000 tons of...

3/3,K/41 (Item 2 from file: 553)
DIALOG(R)File 553:Wilson Bus. Abs. FullText
(c) 2001 The HW Wilson Co. All rts. reserv.

03518792 H.W. WILSON RECORD NUMBER: BWBA97018792 (USE FORMAT 7 FOR FULLTEXT)

Interactive retailing: present and future scenarios.
Chain Store Age (Chain Store Age) v. 73 (Jan. '97) p. 14A+
LANGUAGE: English
WORD COUNT: 2079

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

... full-service stores in these areas. They may not want to force electronic shopping on customers, and customers will occasionally want to pick up an item immediately, though they may have shopped for it on line.

On line, retailers will begin to micromarket, targeting individuals rather than demographic segments. Through point-of-sale information and by tracking Internet purchases, smart retailers will learn what each customer buys.

Most retailers will be forced to drive slack from their businesses. This will mean closing stores, reducing overhead and keeping less excess inventory, even converting to a just-in-time system. Stores will learn to focus their merchandise, curtailing redundancy in the marketplace.

Retailers who...

3/3,K/42 (Item 1 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2002 The Gale Group. All rts. reserv.

01001042 Supplier Number: 39487442 (USE FORMAT 7 FOR FULLTEXT)
AMERICAN TECH ANNOUNCES RECEIVING MODULE OF "P.O. WRITER" - THE COMPLETE PURCHASING SYSTEM FOR THE IBM PC/XT OR AT

PR Newswire, pN/A
March 1, 1985
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 233

... The Receiving Module of "P.O. WRITER" is now available and provides the following features:

TRACKS OPEN PURCHASE ORDER STATUS
Displays Open Orders in due date sequence by buyer, vendor, and receiving location.

Search Report from Ginger D. Robert

MAINTAINS MATERIAL RECEIPT HISTORY

Allows user to sort and summarize receipt history by **Vendor**, by Item Number, Commodity Code, or Account Number.

PROVIDES VENDOR PERFORMANCE STATISTICS

Rates **vendors** on delivery, price, quality and overall performance.

Page 2.

These tools allow Purchasing Management to improve on- time delivery performance, automate clerical functions, and negotiate with **vendors** more effectively.

The Purchasing Module of "P.O. WRITER" automatically prints **Purchase Orders**, stores and retrieves P.O. History, and produces management summary reports of dollar commitments...

3/3,K/43 (Item 1 from file: 634)

DIALOG(R)File 634:San Jose Mercury

(c) 2002 San Jose Mercury News. All rts. reserv.

08746056

GROCERY CHAINS WOO REPEAT SHOPPERS WITH 'SPECIAL DEALS'

San Jose Mercury News (SJ) - Monday, September 2, 1996

By: HAL KAHN, Mercury News Staff Writer

Edition: Morning Final Section: Business Monday Page: 1E

Word Count: 1,548

... in bringing high technology to retailers such as Victoria's Secret and Target.

Mining the **shopper** data

"Stores are now analyzing data in a day that before took two months to just record," Hudd says.

At the same time, by getting profiles of their best patrons **retailers** can go prospecting among non-**customers** for demographic "look-alikes" who can be transformed into consistent **shoppers**.

Computers that track **customer purchases** enable **merchants** to individually target their offers. One Midwestern grocery chain, for instance, has computer kiosks where **customers** insert their frequent-**shopper** cards and receive a list of 24 items - selected on the basis of past **purchases** - where a special price will be in effect - just for them - for three hours.

If...

3/3,K/44 (Item 1 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2002 ProQuest Info&Learning. All rts. reserv.

0822142 97-82448

ATM use surges despite climbing costs to users

DeMarrais, Kevin G

Record-Bergen County (Hackensack, NJ, US) p1B

PUBL DATE: 970605

WORD COUNT: 712

DATELINE: NJ, US, Middle Altantic

TEXT:

Search Report from Ginger D. Robert

...Woodcliff Lake-based NYCE Corp., the Northeast's largest ATM network operator, reported Wednesday that consumers set a one-month record for ATM use with 34 million transactions in May, up 8.6 percent from April and nearly 19 percent from May 1996.

In the same period, consumers set a one-month record with 7.8 transactions at point-of-sale, or POS, debit machines, such as those attached to registers at supermarkets. The combined total of 41.8 million transactions is also an all-time monthly high for NYCE.

The statistics are for transactions handled by NYCE at 18,900 ATM and 111,000 POS merchant locations.

To Adrien Vargas of Little Ferry, the reason for the growing popularity, even with...

3/3,K/45 (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

01583049 Supplier Number: 42368200 (USE FORMAT 7 FOR FULLTEXT)
NEW COMPUTER KIOSKS GENERATE SHEET MUSIC 09/16/91
Newsbytes, pN/A
Sept 16, 1991
Language: English Record Type: Fulltext
Document Type: Newswire; General Trade
Word Count: 525

... music.

The company intends to use a centralized computer at the company's headquarters to track all sales transactions, including billing and royalty data, conducted at each NoteStation location. The central computer will also compile statistics on song titles reviewed and purchased that will then be used to provide retailers and publishers with custom market reports, and consumers with up-to-date popularity rankings.

According to the company, electronic distribution of sheet music will ensure that the...

3/3,K/46 (Item 2 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

01252602 Supplier Number: 41320726 (USE FORMAT 7 FOR FULLTEXT)
POINT OF SALE ACCEPTANCE CONTINUAL CARD INDUSTRY CHALLENGE
Card News, v5, n9, pN/A
May 7, 1990
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 841

... represent incentives to use cards and POS debit systems in place at stores, he said. Customers, who no longer would have to clip coupons for particular products on sale, would be motivated to keep coming back to the store. For the store's purposes, the consumer becomes locked in.

Recording buying habits

Dahl's Supermarkets in Des Moines, Iowa, have a smart card system for checkout (CN, April 23, p. 3). These cards are used to pay for purchases, obtain coupons, receive rebates, and accrue instant frequent-shopper points. At the same time, the retailer can collect detailed demographics on shoppers and their purchases.

Search Report from Ginger D. Robert

" [The question is] can the [shopper card] be marketed, can it be linked to other features that can be made available...
...Nelson asked.

Of paramount value in these cards is the ability to capture information about **customers**. The supermarket then is able to start soliciting that customer in terms of purchasing patterns...

3/3,K/47 (Item 1 from file: 647)
DIALOG(R)File 647: CMP Computer Fulltext
(c) 2002 CMP Media, LLC. All rts. reserv.

01020531 CMP ACCESSION NUMBER: VAR19940515S0246
TIP - 1 - CHECK THE FORECAST Although the market you have your eye on may look ripe f...
VARBUSINESS, 1994, n 1007, 72ab
PUBLICATION DATE: 940515
JOURNAL CODE: VAR LANGUAGE: English
RECORD TYPE: Fulltext
SECTION HEADING: Success Tips

TEXT:

... assume that they will automatically share your enthusiasm. Rather than guess at which of your **customers** will or will not follow your advice, take a more scientific approach. Consult with **vendors** in the market to find out whether **customers** are planning to buy and how soon. **Vendors** pay big money to track **consumer** interest in a product before it reaches the market. Their research pinpoints which **demographic** groups are planning to make **purchases**, how much money they will spend, over what period of time and from whom they plan to **purchase**. All of this information will tell you how profitable the market will be for you. If **consumers** are planning to spend \$15 billion on imaging systems and software by 1996, but the...

3/3,K/48 (Item 1 from file: 649)
DIALOG(R)File 649:Gale Group Newswire ASAP(TM)
(c) 2002 The Gale Group. All rts. reserv.

01820704 SUPPLIER NUMBER: 12747124 (USE FORMAT 7 or 9 FOR FULL TEXT)
RECORD NUMBER OF FIRST-TIME HOMEBUYERS ENTER CALIFORNIA'S HOUSING MARKET
PR Newswire, 1109A8628
Nov 9, 1992
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 979 LINE COUNT: 00091

... down from about 9 percent in 1991. The decline in all-cash purchases reflects the record proportion of first-time homebuyers and the low interest rates available on new financing; and -- The share of **transactions** involving second mortgages rose to the highest level since 1985. Nearly 10 percent of **transactions** used secondary mortgage financing in 1992, up from about 8 percent in 1991. The increased usage of second mortgages reflected a willingness among some **sellers** to finance a portion of a **buyer**'s home loan to reduce the downpayment required for the home **purchase**.

C.A.R.'s Housing Finance Survey has been conducted annually using the same methodology since 1981. The **statistics** were gathered from REALTORS throughout California who were asked to provide financing details and **buyer / seller demographics** for their most recent sales **transactions**. Most of those **transactions** occurred in April, May and June of 1992. The unique position of REALTORS in homebuying **transactions** provided them with access to data not readily available from other sources.

Copies of the

3/3,K/49 (Item 1 from file: 654)

DIALOG(R)File 654:US PAT.FULL.

(c) format only 2002 The Dialog Corp. All rts. reserv.

02669121

Utility

METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES

PATENT NO.: 5,649,114

ISSUED: July 15, 1997 (19970715)

INVENTOR(s): Deaton, David W., Abilene, TX (Texas), US (United States of America)

Gabriel, Rodney G., Abilene, TX (Texas), US (United States of America)

ASSIGNEE(s): Credit Verification Corporation, (A U.S. Company or Corporation), Abilene, TX (Texas), US (United States of America)

EXTRA INFO: Assignment transaction [Reassigned], recorded November 20, 2000 (20001120)
Assignment transaction [Reassigned], recorded March 18,

1999 (19990318)

APPL. NO.: 8-457,299

FILED: June 01, 1995 (19950601)

RELATED APPLICATIONS

This application is a continuation of U.S. application Ser. No. 08-139,983, filed Oct. 20, 1993 and entitled "Method and System for Selective Incentive Point-of-Sale Marketing in Response to Customer Shopping Histories", abandoned, which is a continuation-in-part of U.S. application Ser. No. 08-096,921, filed Jul. 23, 1993, pending, which is a continuation-in-part of U.S. application Ser. No. 08-063,413, filed May 17, 1993, U.S. Pat. No. 5,621,812, which is a continuation of U.S. application Ser. No. 07-886,383, filed May 19, 1992, abandoned, which is a continuation-in-part of U.S. application Ser. No. 07-826,255, filed Jan. 24, 1992, abandoned, which is a continuation of U.S. application Ser. No. 07-345,475, filed May 1, 1989, abandoned.

FULL TEXT: 9965 lines

... check readers such as those noted in the above-noted patents often cannot detect a **customer**'s checking account number because it is interspersed with other data such as the check sequence number.

The present automatic check reader is provided with structure which enables the **customer** checking account ... transit number (which identifies the bank) to be detected within the code printed on the **customer**'s check. This process involves detecting or parsing (the examination or analysis of a string...

3/3,K/50 (Item 2 from file: 654)

DIALOG(R)File 654:US PAT.FULL.

(c) format only 2002 The Dialog Corp. All rts. reserv.

02163911

Utility

SYSTEM FOR ELECTRONICALLY RECORDING AND REDEEMING COUPONS

PATENT NO.: 5,192,854

ISSUED: March 09, 1993 (19930309)

~~Selection Report from Ginger D. Robert~~

INVENTOR(s): Counts, Reginald D., 1714 Legend La., St. Louis, MO (Missouri), US (United States of America), 63146
[Assignee Code(s): 68000]
EXTRA INFO: Expired, effective March 9, 2001 (20010309), recorded in O.G.
of May 15, 2001 (20010515)
APPL. NO.: 7-829,561
FILED: February 05, 1992 (19920205)

This is a continuation of application Ser. No. 07-558,775, filed Jul. 26, 1990, which was abandoned upon the filing hereof.

FULL TEXT: 380 lines

...It is an object of this invention to provide an electronic coupon system which keeps track of demographic information on the shopping patterns of customer's utilizing the system. Each time the coupon scanner is used in a purchase, information about the purchase could be linked to demographic information about the customer providing the retailer and manufacturer with valuable marketing data.

3/3,K/51 (Item 1 from file: 710)
DIALOG(R) File 710:Times/Sun.Times(London)
(c) 2002 Times Newspapers. All rts. reserv.

08651353
Secret ways of the credit risk assessors; Personal Finance
Times of London (TL) - Sunday, March 5, 1995
By: Margaret Coles
Section: Features
Word Count: 691

... the past. For example, one company preferred applicants with more than one first name because statistically this proved to be a sound predictor of reliability.

For a retailer selling video recorders on hire-purchase, stability of address can matter more than job stability because he wants to get his goods back if the buyer defaults. It could also go against you if you apply for credit frequently. Every time someone applies, a search is made against his name; some companies have found statistics to...

3/3,K/52 (Item 1 from file: 722)
DIALOG(R) File 722:Cincinnati/Kentucky Post
(c) 2002 The Cincinnati Post. All rts. reserv.

06010105
HYPER SHOPPES SIGNS TO BUILD FLORENCE BIGG'S
CINCINNATI POST (CP) - THURSDAY JANUARY 10, 1991
By: GARY RHODES
Edition: METRO Section: BUSINESS Page: 6C
Word Count: 736

...Rick Barlow, president of the 160-person firm.

Here's how the technology would work:

Shoppers would join a club that provides members with a magnetic card embedded with a computer chip carrying demographic data. Each time a member shops at the store, the purchases are recorded in a computer bank.

Search Report from Ginger D. Roberts

On subsequent trips, the **shopper** could learn of members-only sales on merchandise that proved popular in the past.

"This (technology) would allow **retailers** to promote special sales as needed to move inventory, while at the same time not alerting competitors to the sale items," Barlow said.

For fast-food outlets, the **customer** could order from a touch-screen menu. It also could hand out discount coupons, Barlow...

...prototype, he said.

The Advertising Club of Cincinnati has landed the editor of the trade journal Ad Age as the host for the 1991 Cincinnati Addy Awards next month.

Fred...

3/3,K/53 (Item 1 from file: 726)
DIALOG(R)File 726:S.China Morn.Post
(c) 2002 South China Morning Post. All rts. reserv.

00224290 (USE FORMAT 7 FOR FULLTEXT)
Credit companies move in very mysterious ways
South China Morning Post, p 11
March 12 1995
DOCUMENT TYPE: Newspaper JOURNAL CODE: SCMP LANGUAGE: English
RECORD TYPE: Fulltext
Word Count: 545

...the past.

For example, one company preferred applicants with more than one first name - because statistically this proved to be a sound predictor of reliability.

For a **retailer** selling video **recorders** on hire-**purchase**, stability of address can matter more than job stability - because he wants to get his goods back if the **buyer** defaults.

It could also go against you if you apply for credit frequently.

Every time someone applies, a search is made against his or her name; some companies have found...

3/3,K/54 (Item 1 from file: 727)
DIALOG(R)File 727:Canadian Newspapers
(c) 2002 Southam Inc. All rts. reserv.

02934317 (USE FORMAT 7 FOR FULLTEXT)
Fridges become hot sales items in '92
Kitchener-Waterloo Record, Final ED, P B8
March 03, 1993
DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
SECTION HEADING: Business
Word Count: 272

...a modest 2.5 per cent gain for last year. Some economists indicated at the time that the projection was too conservative.

The association is forecasting an increase of three per cent this year and similar improvements annually through 1998. The figures include purchases by **retailers** and builders.

Dishwashers showed the largest percentage gain. Sales soared 12 per

cent in 1992 to about 347,000 units, according to association statistics .

The association does not track the value of its sales to customers

In other appliance lines, the association reported sales of electric ranges climbed eight per cent...

3/3,K/55 (Item 1 from file: 728)
DIALOG(R)File 728:Asia/Pac News
(c) 2002 Dialog Corporation. All rts. reserv.

00460337 (USE FORMAT 7 FOR FULLTEXT)
'Big Blue' supports e-business in a big way
Zatni Arbi
The Jakarta Post, p8
Monday December 30 1996 DOCUMENT TYPE: Newspaper LANGUAGE: English
RECORD TYPE: Fulltext SECTION HEADING: Features
WORD COUNT: 1,033

... advantage of its capabilities for locating and accessing digital databases, such as maps, surveys, well logs and seismic data, as well as for acquiring research reports, statistical findings and industry standards.

3. World Avenue, an online shopping service on the World Wide Web. Here, consumers can navigate intuitively, viewing a selection of goods tailored to their needs and interests and make purchases quickly and securely. At the same time, retailers can create dynamic and highly customized interactive catalogs, using a merchant's toolkit. The available tools and technology allows retailers to capture key information about their customers' browsing and purchasing habits -- with the customers' consent. World Avenue enables retailers to analyze retail data quickly and simply for micro-merchandising...

3/3,K/56 (Item 1 from file: 743)
DIALOG(R)File 743:(New Jersey)The Record
(c) 2002 Record (The). All rts. reserv.

09156164
THE PRICE OF CONVENIENCE MONEY-MAKING MACHINES ATM USE SURGES DESPITE CLIMBING COSTS TO USERS
Record (Northern New Jersey) (RE) - THURSDAY, June 5, 1997
By: KEVIN G. DeMARRAIS, Staff Writer
Edition: All Editions Section: BUSINESS Page: b01
Word Count: 789

... Woodcliff Lake-based NYCE Corp., the Northeast's largest ATM network operator, reported Wednesday that consumers set a one-month record for ATM use with 34 million transactions in May, up 8.6 percent from April and nearly 19 percent from May 1996.

In the same period, consumers set a one-month record with 7.8 transactions at point-of-sale, or POS, debit machines, such as those attached to registers at supermarkets. The combined total of 41.8 million transactions is also an all-time monthly high for NYCE.

The statistics are for transactions handled by NYCE at 18,900 ATM and 111,000 POS merchant locations.

To Adrien Vargas of Little Ferry, the reason for the growing popularity, even with...

3/3/K/57 (Item 1 from file: 790)
DIALOG(R) File 790: Tax Notes Today
(c) 2002 Tax Analysts. All rts. reserv.

00704467

96 TNT 54-114 (MARCH 18, 1996)

FULL TEXT AVAILABLE: IRS REVISES TECHNIQUES HANDBOOK FOR SPECIALIZED INDUSTRIES -- RETAIL.

ELECTRONIC CITATION: 96 TNT 54-114 (MARCH 18, 1996)

DATE : 19950920 (September 20, 1995)

DOCUMENT TYPE:

CONTENT UNIFIER: IRS Manual

CONTENT SPECIFIER: 19950920

CITE(s): Manual Transmittal 4232.(13)-1

CORPORATE SOURCE: Internal Revenue Service

CODE CLASSIFICATION: NCSA (No Code Section Applicable)

GEOGRAPHIC LOCATION: United States

DOCUMENT NO: Doc 95-9596 (148 pages)

AVAILABILITY: Full Text length is 12424 lines

TEXT:

...agree to be part of the development. The developer will then attempt to sell other **retailers** on the increased potential of the shopping center by listing the key **retailers** who have previously committed. If the potential **customer** traffic is high the demand should increase, causing the lease rate to increase for subsequent tenants. Included among the incentives offered to these major, "anchor store," **retailers** are the following benefits:

(a) land for free or for a reduced price;

(b) monies...chronologically by

entry, stratified by dollar amount and/or entry type.

(d) Details of all **transactions** over a certain dollar limit, or of every nth **transaction**.

(e) Statistical samples.

326.4 GENERAL LEDGER

Some **retailers** include details of all entries in the general ledger, in effect combining ledger and journal into one document. Others show only net debits and credits for each month, with the specifics **recorded** elsewhere. Review of the ledger can provide a quick overview of the activity of the...

...the business.

(3) The payable entry will reflect substantial information, including vendor name and number, **purchase** invoice number, and amount. These **records** could be reviewed using a number of different techniques.

(a) The list of vendors with which the taxpayer conducts business can be analyzed. The examiner may identify certain **vendors** whose **transactions** with the taxpayer have significant audit potential. These **transactions** can be isolated by **vendor**.

(b) A discovery sample approach can identify expenditures which have been improperly classified.

(c) Selected accounts can be isolated, stratified by dollar amount, and statistically sampled.

(d) Some taxpayers will fragmentize an invoice by item or destination. Larger dollar expenditures...

...to the texts located at 321.1 through 321.3 for related information regarding the **records** involving the acquisition of merchandise.

326.7 ACCOUNTS RECEIVABLE

(1) For retailers who do not...

3/3,K/58 (Item 1 from file: 810)

DIALOG(R)File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0782782 BW0292

THE VISION FACTORY: The Vision Factory Previews Cat@log 2.5; Support for Open Market, Taxware, and VeriFone, Along With Enhancements to Streamline Development Keep Cat@log Ahead of the Pack

December 08, 1997

Byline: Business Editors & Computer Writers

...we effectively deliver what's required, we're increasingly being chosen over the competition. Cat@ log 2.5 increases our advantage."

Continuing to offer the most open and flexible solution on the market, The Vision Factory has added support for both Open Market's comprehensive transaction services and VeriFone's point-of-sale SET technology to handle credit card purchases securely. Full integration with Taxware for up-to- date sales tax calculations has also been added.

Cat@ log 2.5 also offers refined statistics reporting and analysis with customizable pivot tables and click stream analysis, giving merchants even more detailed information about site activity than before. Unique to Cat@ log 2.5, click stream analysis allows for anonymous individual tracking to find out exactly how customers are navigating through the site.

The complete Cat@log Suite 2.5, which includes Builder...

3/3,K/59 (Item 1 from file: 813)

DIALOG(R)File 813:PR Newswire
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1017822 SFTU032

BroadVision and Olivetti Announce the Launch of the First Virtual Shopping Center in Italy

DATE: November 5, 1996 13:18 EST WORD COUNT: 871

...gathered from shoppers to fine tune product offerings and incentives and direct personalized information to shoppers .

Olivetti Telemedia has developed and is operating these new Cybermercato services with BroadVision One-To...

...wish to establish with each merchant in the mall.

According to criteria established by each merchant , the BroadVision One-To-One software personalizes editorial content, advertising, and incentive programs by matching...

...The One-To-One software builds customer profiles through interactive questionnaires that compile information on customer demographics

~~Session Report from Ginger D. Robert~~

and psychographics. In addition, BroadVision One-To-One provides capabilities for **merchants** to observe interactions and **transactions** in real time . This allows **merchants** to add information to **customer** profiles and to "remember" what types of products the **customer** has purchased .

Cybermercato uses a **customer**'s profile -- stated preferences, past buying habits, and **demographic** data -- to display the most appropriate "stores" or specialty areas as soon as a **customer** logs on. **Customers** will also receive personal updates on the latest store promotions, new products, or new stores...

...or the merchant at a neighborhood store, Cybermercato can develop a personal relationship with each **customer** .

"Olivetti Telematica is focused on harnessing the vast potential of the Internet. Working with BroadVision... ?

```
?show files;ds
File 15:ABI/Inform(R) 1971-2002/Jan 03
      (c) 2002 ProQuest Info&Learning
File 16:Gale Group PROMT(R) 1990-2002/Jan 03
      (c) 2002 The Gale Group
File 47:Gale Group Magazine DB(TM) 1959-2002/Jan 02
      (c) 2002 The Gale group
File 75:TGG Management Contents(R) 86-2001/Dec W4
      (c) 2001 The Gale Group
File 88:Gale Group Business A.R.T.S. 1976-2002/Jan 03
      (c) 2002 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2002/Jan 02
      (c) 2002 The Gale Group
File 149:TGG Health&Wellness DB(SM) 1976-2001/Dec W3
      (c) 2001 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
      (c) 1999 The Gale Group
File 180:Federal Register 1985-2002/Jan 03
      (c) 2002 format only The DIALOG Corp
File 484:Periodical Abs Plustext 1986-2001/Dec W5
      (c) 2002 ProQuest
```

Set	Items	Description
S1	17	(COMPILE? OR COLLECT?) (10N) (DEMOGRAPHIC? OR STATISTIC? ?) (1- ON) (CUSTOMER? ? OR SHOPPER? ? OR CONSUMER? ? OR BUYER? ?) (10N-) (MERCHANT? ? OR RETAILER? ? OR SELLER? ?) (10N) (TIME OR DATE)- (10N) (IDENTIF? OR ID OR NUMBER? ?) NOT PY>1997
S2	12	RD (unique items)

?t2/3,k/all

2/3,K/1 (Item 1 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
(c) 2002 ProQuest Info&Learning. All rts. reserv.

01265486 99-14882
Marketing database helps build business at malls
Brandes, Diane
Direct Marketing v59n3 PP: 18-20 Jul 1996
ISSN: 0012-3188 JRNLD CODE: DIM
WORD COUNT: 1451

...TEXT: marketing budgets. Reports can be generated mallwide, by category, and by individual stores.

Stores, to date, have requested mailing lists and/or labels for special sales, introduction of new lines, mail order catalog sales, selected anniversary and/or birthday greetings.

In addition to collecting valuable demographic data, marketing departments utilize the database information to reward their best and their most frequent customers with weekly performing arts and sports events tickets. As stores become better acquainted with the...

... offered by the database system, both centers foresee a considerable increase in requests from mall merchants . Marketing departments provide merchants with weekly updated memos on the program: number of Advantage customers to date , monthly gifts, weekly customer rewards, routine reminders, and database opportunities. To create merchant incentives, each memo rewards the store that has signed up the most customers , and/or the store that has scanned the most Advantage cards during the past week...

2/3,K/2 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2002 ProQuest Info&Learning. All rts. reserv.

01144286 97-93680

Struggling sector grabs second place

Anonymous

Chain Store Age (Section 3)Consumer Enhancement & Development Supplement

PP: 48-49 Jan 1996

ISSN: 0193-1199 JRNL CODE: CSA

WORD COUNT: 736

...TEXT: benefited them in recapping ads for their stores as well.

The East Coast based cataloger/ **retailer** was the best at performing database analytics. The **retailer**'s database of 7 million names is stocked with **customer** information, collected at the time he or she requests to be on their mailing list. **Demographics** and other insights can also be layered onto the files. This information drives the type and amount of **customer** contact including credit card solicitation, catalog mailings, information about special events and sales in the stores. According to the **retailer**, the database is most useful for identifying new store locations. In fact, this **retailer**'s store location analysis is so advanced that they have had only one unsuccessful store...

2/3,K/3 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2002 ProQuest Info&Learning. All rts. reserv.

00547287 91-21632

Retail System Keeps Track of Shoppers

Miller, Cyndee

Marketing News v25n9 PP: 22-23 Apr 25, 1991

ISSN: 0025-3790 JRNL CODE: MNW

WORD COUNT: 578

...TEXT: dose of demographic data.

Housed in a free-standing kiosk, the NICE (Nutrition Information for Consumer Education) system demystifies food shopping for nutrition-minded **consumers**, said Elizabeth Johnson, coordinator-nutrition marketing at KBL, a research and consulting firm in College...

... for healthy eating, comparisons of food products, and definitions of food terms.

At the same time, the NICE system collects **demographic**, lifestyle, and trend data from the users, including: age, sex, and ethnic origin of **shoppers**; marital status, number of children, and type of household; areas of greatest nutritional concern or special diets; frequency of shopping, eating out, and using convenience items; and areas in which **consumers** would like **retailers** or manufacturers to make improvements.

There also is room for store-specific questions.

Johnson said the system provides a way for retailers and manufacturers to "communicate their concern for the **consumer**'s well-being" and creates a positive image of the products and the store.

NICE...

2/3,K/4 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

01653792 Supplier Number: 42048553 (USE FORMAT 7 FOR FULLTEXT)

Retailing As Science
Video Store, v0, n0, p58

May, 1991
Language: English Record Type: Fulltext Abstract
Document Type: Magazine/Journal; Trade
Word Count: 2173

... take this approach. Supermarkets - a growing force in video rentals - rely heavily on number-crunching, **customer** studies and performance evaluation.

Terry Bettendorf, president of the four-store Movie Set chain in...

...the transition.

Bettendorf notes, "That's all we look at in retailing. It's the numbers ." To illustrate supermarkets' level of sophistication, he notes that both his wife and daughter have...

...packs more often than his wife.

"They're really coming after her because of the **demographics** , but not my wife," says Bettendorf.

These **retailers** have access to the same information every **retailer** collects . And none ask **customers** for anything out of the ordinary. Typical membership forms request name, address, phone **number** , driver's license - valuable because many states include **date** of birth. Those are the basics. It's also helpful to get the names and...

2/3,K/5 (Item 1 from file: 47)
DIALOG(R)File 47:Gale Group Magazine DB(TM)
(c) 2002 The Gale group. All rts. reserv.

03482356 SUPPLIER NUMBER: 09203213 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Pens & needles. (health publishing) (includes related article on the book,
'The Power to Heal')

Bethune, John
Publishers Weekly, v237, n29, p18(6)
July 20, 1990
CODEN: PWEEA ISSN: 0000-0019 LANGUAGE: ENGLISH RECORD TYPE:
FULLTEXT
WORD COUNT: 4719 LINE COUNT: 00371

... an excess of books, it is also enriched, according to Julie Feingold, by the great **number** of high-quality works available. To help bookstores and their **customers** find useful titles not offered by the better-known houses, Moving Books has **compiled** a retail-oriented catalogue listing.

Being able to offer both depth and breadth of titles in the recovery area is seen as particularly critical, whether for **retailers** , distributors or publishers. Citing **statistics** that show that **buyers** of recovery books are not educated and willing to spend money, but also likely to buy more than one book at a **time** , Perle describes the area as "the last of the great multiple purchase markets." Similarly, Larry...

2/3,K/6 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

Search Report from Ginger D. Robert

09014858 SUPPLIER NUMBER: 18752515 (USE FORMAT 7 OR 9 FOR FULL TEXT)
GM/HBC: the war is not lost, it's only just begun.
Beyer, Leslie
Grocery Marketing, v62, n9, p18(4)
Sep, 1996
ISSN: 0888-0360 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2154 LINE COUNT: 00180

... micro marketing to target their shoppers. So, it is important for supermarkets to research their consumer purchase path and create a planogram in the way the consumer buys."

Weatherton also advised that food retailers need to find more efficiency in shelf space...

...with lots of off-shelf display.

Additionally, the Council study shows GM products that save time and provide added convenience can also increase profits if tailored to shoppers' current needs. Find methods to create a one-stop shopping environment. With ongoing data collection, volume, profit, traffic, and service can warn retailers of changes over time. And, demographic and lifestyle information help identify product demand. Working with experienced merchandisers who can gather and interpret information effectively adds an...

...responsive you are to local market needs, the more exciting your store will be to shoppers. Let consumers know you have what they want. Make the experience easy, exciting, friendly, and aesthetically pleasing...

2/3,K/7 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07315466 SUPPLIER NUMBER: 16401404 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Correlates of mall visit frequency.
Roy, Abhik
Journal of Retailing, v70, n2, p139(23)
Summer, 1994
ISSN: 0022-4359 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 10778 LINE COUNT: 00871

... one-stop for all needs'. If visits were made more cost and time-efficient, functional shoppers might shop more frequently.

We have illustrated how shopping trip profiles of customers can be predicted with accuracy. Using our survey method and basic model, managers can determine the proportion of frequent and infrequent shoppers in the mall at any given time. Furthermore, assuming that trip histories are repeated, predicted trip profiles can be aggregated to forecast the number of shoppers in future periods. The forecast number of shoppers can be broken down in terms of demographics and shopping motivations. This method of predicting future traffic flows, by segment, is based on data that is easy to collect and update. In general our results can be used by retailers to target groups of potential customers more effectively.

Limitations and Extensions: The size of our sample is comparable with previous studies...

2/3,K/8 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

05136312 SUPPLIER NUMBER: 10593008 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Racing profiles. (use of auto racing in advertising for automobile parts

industry)

Krueger-Nicholson, Gail
Automotive Marketing, v20, n4, p19(2)
April, 1991
ISSN: 0193-3264 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 825 LINE COUNT: 00067

... logos with lots of promotional money.

The reason why is easy to see: racing delivers customers by selling product.

Race Attendance Increases

For sheer numbers of exposures of product, supplier, and retailer names, racing is hard top. Attendance at 15 major North American racing series increased by more than 800,000 spectators in 1990, surpassing the 12 million mark for the first time, according to statistics compiled by the Goodyear Tire Co., Akron, OH.

Goodyear publishes an annual racing report as a barometer of motor sports popularity. The attendance figures are complied from official sanctioning body statistics and reports filed by Goodyear racing division field managers.

The 15 professional racing series monitored...

2/3,K/9 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

03935924 SUPPLIER NUMBER: 07908881 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Supermarket chains across country to test-market electronic rebate system
for individual shoppers.

Card News, v4, n13, p7(2)

June 26, 1989

ISSN: 0894-0797 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 625 LINE COUNT: 00050

... that are issued are then read by checkout scanners as purchases are rung up, enabling shoppers to obtain cash rebates on certain brand-name products.

This program is called "Reward America..."

...Conn.-based subsidiary of Citicorp. The concept is similar to a frequent-flier or frequent-buyer program.

Information will be compiled over time in conjunction with shoppers receiving rebates. Citicorp plans to earn money on the system by selling the data it collects to grocery manufacturers and retailers to pinpoint which products are being used. A number of retailers already are merging demographic information with scanning data to develop buying profiles on shoppers.

"Being able to track that information enables the store to send out a catalog listing..."

2/3,K/10 (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

02331912 SUPPLIER NUMBER: 03633051 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Drugstores and nutrition: played right, a winning combination.

Ehrlich, Frederick J.

Drug Topics, v129, p28(4)

Feb 4, 1985

ISSN: 0012-6616 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 2594 LINE COUNT: 00206

Session Report from Ginger D. Roberts

... being Cabbage Patch Kids vitamins from Pharmed Laboratories (New Cassel, N.Y.). At the same time, the fitness trend has caught the fancy of an increasing number of retailers, including drugstores, which see it as a natural for them. As a reflection of this...

...pharmacy members.

And there's good reason for NARD and others to enter the market. Statistics compiled by the Council for Responsible Nutrition put consumer spending for the entire nutritional supplement market--which includes nonprescription vitamins, both multi and single...

2/3,K/11 (Item 1 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01146815
Finance: Before the 'For Sale' sign goes up.
CABLE TELEVISION BUSINESS November 1, 1984 p. 24-26

Accurate and complete financial records and system statistics should be the top priority in preparing to sell a cable TV system. It takes time to prepare and compile these records, bring the system into FCC compliance and perhaps negotiate franchise renewals and/or rate increases. Sellers and buyers may define subscribers differently. The number of homes passed, a critical piece of information for buyers, is often unavailable without a physical count. Buyers often find demographic data about subscribers and the community to be useful. Buyers see more opportunity and possibilities by noticing what a system has not done as improvements made by the seller may decrease opportunities for the new owner. Brokers disagree about whether sellers should continue to...

2/3,K/12 (Item 1 from file: 180)
DIALOG(R)File 180:Federal Register
(c) 2002 format only The DIALOG Corp. All rts. reserv.

DIALOG Accession Number: 02383801 Supplier Number: 960803164
Regulations Restricting the Sale and Distribution of Cigarettes and
Smokeless Tobacco to Protect Children and Adolescents
Volume: 61 Issue: 168 Page: 44396
CITATION NUMBER: 61 FR 44396
Date: WEDNESDAY, AUGUST 28, 1996

TEXT:

... Heath, Jr., "Mortality from Smoking in Developed Countries, 1950-2000: Indirect Estimates from National Vital Statistics," Oxford University Press, Oxford, 1994).

Similar problems exist with underage use of smokeless tobacco. As...?
?

Session Report from Ginger D. Robert

?t3/4/

3/4/1

FN- DIALOG(R)File 342:Derwent Patents Citation Indx|
CZ- (c) 2001 Derwent Info Ltd. All rts. reserv.|
FN- World Patents Index (DIALOG File 342)|
AX- 00-412468/35|
TI- Consumer profiling method for consumer purchases, involves computing
demographic characterization of consumer from computer readable
detailed purchase record and retrieved product characterization
information - |
PA- (TELE-) TELECOM PARTNERS LTD|
AU- <INVENTORS> ELDERING C A|
NC- 089
NT- 034
NR- 011
NG- 000
PN- <BASIC> WO 200033228 A1 000608 ^(BASIC) |
DW- <BASIC> 0035|
PN- <EQUIVALENTS> AU 200019319 A 000619; US 6216129 B1 010410 70510;
70514; 70526; 70536; 7054; 70710; 707100; 7074;
709206|
AN- <PRIORITIES> US 204888 (981203); US 268519 (990312); US 268526 (990312)
)|
AN- <APPLICATIONS> US 268526 (990312); WO 99US28628 (991202); AU 200019319
(991202)|
DS- <NATIONAL> AE; AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CR;
CU; CZ; DE; DK; DM; EE; ES; FI; GB; GD; GE; GH; GM; HR; HU; ID; IL; IN;
IS; JP; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MD; MG; MK;
MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; SK; SL; TJ; TM; TR;
TT; TZ; UA; UG; US; UZ; VN; YU; ZA; ZW
DS- <REGIONAL> AT; BE; CH; CY; DE; DK; EA; ES; FI; FR; GB; GH; GM; GR; IE;
IT; KE; LS; LU; MC; MW; NL; OA; PT; SD; SE; SL; SZ; TZ; UG; ZW
IC- G06F-012/00; G06F-015/16; G06F-017/30|
DC- T01|;
FS- <US>70510; 70514; 70526; 70536; 7054; 70710; 707100; 7074; 709206|
CT- US 6216129 B1 US 5128752 A 92-249609/30 (VKOH/) VON KOHORN H;
VON KOHORN H
CT- US 6216129 B1 US 5155591 A 91-126241/18 (GENN) GEN INSTR
CORP, (GENN) GI CORP; WACHOB D E
CT- US 6216129 B1 US 5227874 A 93-235345/29 (VKOH/) VON KOHORN H;
VON KOHORN H
CT- US 6216129 B1 US 5285278 A 93-386888/48 (HOLM/) HOLMAN M J;
HOLMAN M J
CT- US 6216129 B1 US 5410344 A 95-169770/22 (ARRO-) ARROWSMITH
TECHNOLOGIES INC; GRAVES G T, O'CONNOR B M, BARKER A C
CT- US 6216129 B1 US 5446919 A 95-311265/40 (WILK/) WILKINS J K;
WILKINS J K
CT- US 6216129 B1 US 5515098 A 96-171877/17 (CARL/) CARLES J B;
CARLES J B
CT- US 6216129 B1 US 5604542 A 97-145004/13 (ITLC) INTEL CORP;
DEDRICK R
CT- US 6216129 B1 US 5619709 A 97-225778/20 (HNCH-) HNC INC; QING
P, CAID W R
CT- US 6216129 B1 US 5687322 A 97-558442/51 (CRED-) CREDIT
VERIFICATION CORP; DEATON D W, GABRIEL R G
CT- US 6216129 B1 US 5724521 A 98-178870/16 (ITLC) INTEL CORP;
DEDRICK R
CT- US 6216129 B1 US 5761601 A 94-065982/08 (NBLC-) NBL
COMMUNICATIONS INC; NEMIROFSKY F R, JAMES G
CT- US 6216129 B1 US 5761662 A 96-289125/30 (SUNM) SUN
MICROSYSTEMS INC; DASAN V S
CT- US 6216129 B1 US 5774170 A 98-387291/33 (BEAU/) BEAUREGARD R

Search Report from Ginger D. Robert

G, () CICIORA W S, (HITE/) HITE K C, (ALIS/) ALISON T; CICIORA W S
, HITE K C, ALISON T, BEAUREGARD R G
CT- US 6216129 B1 US 5794210 A 97-332982/30 (CYBE-) CYBERGOLD INC
; GOLDHABER A N, FITTS G
CT- US 6216129 B1 US 5848396 A 97-550096/50 (FREE-) FREEDOM OF
INFORMATION INC; GERACE T A
CT- US 6216129 B1 US 5933811 A 99-443770/37 (ANGL/) ANGLES P D;
ANGLES P D, BLATTNER D O
CT- US 6216129 B1 US 5948061 A 99-517888/43 (DOUB-) DOUBLE CLICK
INC; MERRIMAN D A, O'CONNOR K J
CT- US 6216129 B1 US 5978799 A 99-619887/53 (HIRS/) HIRSCH G S;
HIRSCH G S
CT- US 6216129 B1 US 5991735 A 97-550096/50 (FREE-) FREEDOM OF
INFORMATION INC; GERACE T A
CT- US 6216129 B1 US 6009410 00-086285/07 (AMTT) AT & T CORP;
NURENBERG S H, LEMOLE S L, O'NEIL J T, STUNTEBECK P H
CT- US 6216129 B1 US 6012051 98-447422/38 (PERS-) PERSONALOGIC
INC; SAMMON T M, SCURLOCK B W
CT- US 6216129 B1 US 6038591 98-300271/27 (WOLF/) WOLFE R L;
WOLFE R L, PINALS J
CT- US 6216129 B1 WO 9717774 A1 97-281272/25 (SEIK-) SEIKO
COMMUNICATIONS SYSTEMS INC; PARK M C
CT- US 6216129 B1 WO 9944159 A1 99-518924/43 (ENGA-) ENGAGE
TECHNOLOGIES; JAYE D
CT- WO 200033228A US 5604542 A Y 97-145004/13 (ITLC) INTEL CORP;
DEDRICK R
CT- WO 200033228A US 5724521 A Y 98-178870/16 (ITLC) INTEL CORP;
DEDRICK R
CT- WO 200033228A US 5761662 A Y 96-289125/30 (SUNM) SUN
MICROSYSTEMS INC; DASAN V S
CT- WO 200033228A US 5848396 A Y 97-550096/50 (FREE-) FREEDOM OF
INFORMATION INC; GERACE T A
CT- WO 200033228A US 5933811 A 99-443770/37 (ANGL/) ANGLES P D;
ANGLES P D, BLATTNER D O
CT- WO 200033228A US 5978799 A 99-619887/53 (HIRS/) HIRSCH G S;
HIRSCH G S
CT- WO 200033228A US 5991735 A 97-550096/50 (FREE-) FREEDOM OF
INFORMATION INC; GERACE T A
CT- WO 200033228A US 6009410 A T 00-086285/07 (AMTT) AT & T CORP;
NURENBERG S H, LEMOLE S L, O'NEIL J T, STUNTEBECK P H
CT- WO 200033228A US 6038591 A T 98-300271/27 (WOLF/) WOLFE R L;
WOLFE R L, PINALS J|
RF- \$
RF- US 6216129 B1 Fortanet et al., Nvertising: Content-Based
Subgeneric Variations in a Digital Genre, IEEE, System Sciences,
Proceedings of the Thirty-First Hawaii International Conference, vol. 2,
pp. 87-96, Jan. 1998.*
RF- US 6216129 B1 Chang et al., Goodies in Exchange for Consumer
Information on the Internet: The Economics and Issues, IEEE, System
Sciences, Proceedings of the Thirty First Hawaii International Conference,
vol. 4, pp. 533-542, Jan. 1998.*
RF- US 6216129 B1 Gallagher et al., A Framework for Targeting
Banner Advertising on the Internet, IEEE, System Sciences, Proceedings of
the Thirtieth Hawaii International Conference, vol. 4, pp. 265-274, Jan.
1998.*
RF- US 6216129 B1 McCandless, Web advertising, IEEE Intelligent
Systems, pp. 8-9, Jun. 1998.*
RF- US 6216129 B1 Gallagher et al., A Framework for Targeting
Banner Advertising on the Internet, IEEE, Proceedings of the Thirtieth
International Conference, vol. 4, pp. 265-274, Jan. 1997.*
RF- US 6216129 B1 Chang, Goodies: in Exchange for Consumer
Information on the Internet: the Economics and Issues, Proceedings of the
Thirty First Hawaii International Conference, vol. 4, pp. 533-542, Jan.

Search Report from Ginger D. Robert

1998.*

- RF- US 6216129 B1 Product literature, DoubleClick, "Dynamic Advertising Reporting and Targeting (DART)," printed from <http://www.doubleclick.net/dart> on Jun. 19, 1998; 16pp.
- RF- US 6216129 B1 Product literature, Imgis, "Ad Force," printed from <http://www.starpt.com/core> on Jun. 30, 1998; 5pp.
- RF- WO 200033228A GALLAGHER ET AL.: 'A Framework for Targeting Banner Advertising on the Internet, System Sciences' PROCEEDINGS OF THE THIRTIETH HAWAII INTERNATIONAL CONFERENCE vol. 4, January 1997, pages 265 - 274, XP002927426
- RF- WO 200033228A MCCANDLESS: 'Web Advertising' IEEE INTELLIGENT SYSTEMS vol. 13, no. 3, June 1998, pages 8 - 9, XP002927427
- RF- WO 200033228A CHANG ET AL.: 'Goodies in Exchange for Consumer Information on the Internet: The Economics and Issues, System Sciences' PROCEEDINGS OF THE THIRTY FIRST HAWAII INTERNATIONAL CONFERENCE vol. 4, January 1998, pages 533 - 542, XP002927428|?

Search Report from Ginger D. Robert

?show files;ds
File 342:Derwent Patents Citation Indx 1978-01/200163
(c) 2001 Derwent Info Ltd

Set	Items	Description
S1	1	PN=US 6216129
S2	1	PN=WO 200033228
S3	1	S1:S2
?		

Search Report from Ginger D. Robert

?show files;ds
File 350:Derwent WPIX 1963-2001/UD,UM &UP=200176
(c) 2001 Derwent Info Ltd

Set	Items	Description
S1	14	PN=US 5128752 + PN=US 5155591 + PN=US 5227874 + PN=US 5285- 278 + PN=US 5410344 + PN=US 5446919 + PN=US 5515098 + PN=US 5- 604542 + PN=US 5619709 + PN=US 5687322 + PN=US 5724521 + PN=US 5761601 + PN=US 5761662 + PN=US 5774170
S2	10	PN=US 5794210 + PN=US 5848396 + PN=US 5933811 + PN=US 5948- 061 + PN=US 5978799 + PN=US 5991735 + PN=US 6009410 + PN=US 6- 012051 + PN=US 6038591 + PN=WO 9717774 + PN=WO 9944159
S3	24	S1:S2

?t3/4/all

3/4/1

DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 2000-086285/ 200007 |
XR- <XRPX> N00-067729 |
TI- Presenting customized advertising to a user on the world wide web |
PA- AT & T CORP (AMTT) |
AU- <INVENTORS> LEMOLE S L; NURENBERG S H; ONEIL J T; STUNTEBECK P H;
O'NEIL J T |
NC- 002 |
NP- 002 |
PN- US 6009410 A 19991228 US 97951298 A 19971016 200007 B |
PN- CA 2250450 A1 19990416 CA 2250450 A 19981013 200007 |
AN- <LOCAL> US 97951298 A 19971016; CA 2250450 A 19981013 |
AN- <PR> US 97951298 A 19971016 |
FD- US 6009410 A G06F-017/60
FD- CA 2250450 A1 G06F-017/60 |
LA- US 6009410(10); CA 2250450(E) |
AB- <PN> US 6009410 A |
AB- <NV> NOVELTY - When a user at a client terminal (101) specifies the uniform resource locator address of a desired hypertext transfer protocol (HTTP) formatted page, the browser sends a request across the Internet (103) to the identified service provider (104) and the requested page is transmitted in packaged form to the client terminal. A user can navigate through endless pages at Internet service providers (104-106) by inputting a series of addresses and can access databases (112-115) through a HTTP server (110) and a customized advertising repository (CAR) server (111). |
AB- <BASIC> DETAILED DESCRIPTION - AN INDEPENDENT CLAIM is included for a customized advertising server.
 USE - For presenting customized advertising to a user on the world wide web.
 ADVANTAGE - Produces increased interest of advertisements to a user.
 DESCRIPTION OF DRAWING(S) - The drawing is a block diagram of a user telecommunication system for accessing web sites through a browser program
 Client terminal (101)
 Internet (103)
 Internet service providers (104-106)
 Databases (112-115)
 HTTP server (110)
 CAR server (111)
 pp; 10 DwgNo 1/4 |
DE- <TITLE TERMS> PRESENT; ADVERTISE; USER; WORLD; WIDE; WEB |
DC- T01; W05 |

Search Report from Ginger D. Robert

IC- <MAIN> G06F-017/60 |
IC- <ADDITIONAL> G06F-003/14 |
MC- <EPI> T01-H07C5A; T01-H07C5E; T01-J11C1; W05-E03 |
FS- EPI ||

3/4/2

DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1999-619887/ 199953 |
XR- <XRPX> N99-457176 |
TI- Automatic information request structuring and organizing device in supra-search engine tool for Internet |
PA- HIRSCH G S (HIRS-I) |
AU- <INVENTORS> HIRSCH G S |
NC- 001 |
NP- 001 |
PN- US 5978799 A 19991102 US 9735835 A 19970130 199953 B
 <AN> US 9815421 A 19980129 |
AN- <LOCAL> US 9735835 A 19970130; US 9815421 A 19980129 |
AN- <PR> US 9735835 P 19970130; US 9815421 A 19980129 |
FD- US 5978799 A G06F-017/30 Provisional application US 9735835 |
LA- US 5978799(9) |
AB- <PN> US 5978799 A |
AB- <NV> NOVELTY - An user-interface (100) allows a user to select topics and queries, from standard topic and query databases (104,108) respectively and to add additional queries in additional query database (110). A supra-search interface presents the user directed set of queries and user profile to a supra-search engine (120). |
AB- <BASIC> DETAILED DESCRIPTION - The supra-search engine can access the text-based search engine (130), e-mails (150), standard template interface (160), a database for retrieved information (124) and a presenter for presenting the retrieved information to a user. The standard template interface interfaces the user directly with databases provided by information providers. An INDEPENDENT CLAIM is also included for a method for formatting queries for conducting supra-search from a number of information sources.

USE - In supra-search engine tool for Internet.

ADVANTAGE - By directing additional queries, the consumers have the option of specifying search criteria and questions can be addressed using automated robot' searches and unique automated e-mail enquiries. Data entered into the database will be deliverable to the consumer in a compact form or accessible online. The system uses robotic search programs to find relevant information on indexed and un-indexed sites as well as to find new sites to index, which serves to keep the information upto date, complete and accurate and hence allows discrepancies between the data formed automatically and the data entered manually to be resolved before delivery to the consumer. Unnecessary and wasteful traffic on the internet or other network, is reduced by storing and organizing data at one or more central locations, rather than collecting large number of pointers to remote locations that may contain only data that is marginally relevant to the consumer request. By minimizing and customizing searches and time on the internet, local phone and internet provides companies can save on capacity costs.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of information searching system.

User interface (100)
Standard topic and query databases (104,108)
Additional query database (110)
Supra-search engine (120)

Retrieved information database (124)
Text-based search engine (130)
E-mailer (150)
Standard template interface (160)
pp; 9 DwgNo 5/5|
DE- <TITLE TERMS> AUTOMATIC; INFORMATION; REQUEST; STRUCTURE; DEVICE;
SEARCH; ENGINE; TOOL|
DC- T01|
IC- <MAIN> G06F-017/30|
MC- <EPI> T01-J05B|
FS- EPI||

3/4/3

DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1999-518924/ 199943 |
XR- <XRPX> N99-385893 |
TI- Method for monitoring and measuring interests of user viewing content
on computer network and on multiple servers in enterprise network,
while protecting user privacy while using system, e.g. Internet|
PA- ENGAGE TECHNOLOGIES (ENGA-N)|
AU- <INVENTORS> JAYE D|
NC- 023|
NP- 004|
PN- WO 9944159 A1 19990902 WO 99US4166 A 19990226 199943 B|
PN- AU 9928793 A 19990915 AU 9928793 A 19990226 200004
PN- EP 1057125 A1 20001206 EP 99909626 A 19990226 200064
<AN> WO 99US4166 A 19990226
PN- KR 2001041388 A 20010515 KR 2000709515 A 20000826 200167|
AN- <LOCAL> WO 99US4166 A 19990226; AU 9928793 A 19990226; EP 99909626 A
19990226; WO 99US4166 A 19990226; KR 2000709515 A 20000826|
AN- <PR> US 9976404 A 19990226; US 9876179 P 19980227; US 9876404 P
19980227|
FD- WO 9944159 A1 G06F-017/30
<DS> (National): AU CA JP KR
<DS> (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
FD- AU 9928793 A Based on patent WO 9944159
FD- EP 1057125 A1 G06F-017/30 Based on patent WO 9944159
<DS> (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT
SE|
LA- WO 9944159(E<PG> 38); EP 1057125(E)|
DS- <NATIONAL> AU CA JP KR|
DS- <REGIONAL> AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC;
NL; PT; SE; LI|
AB- <PN> WO 9944159 A1|
AB- <NV> NOVELTY - Method uses the local and the enterprise server (16) to
communicate with the user via a comms channel. The local server assigns
a local ID to the user. The enterprise server assigns to the user a
global ID and links the local ID and local user information with the
global ID to form a global interest user profile. The identity of users
is not shared between servers, thereby maintaining user privacy.|
AB- <BASIC> USE - For monitoring and measuring the interests of a user
viewing content on a computer network.
ADVANTAGE - Allows individual servers to control their own local
identification scheme and to collaborate with other servers at its
manager's discretion.
DESCRIPTION OF DRAWING(S) - The drawing shows a block diagram of
client interaction with the servers.
the enterprise server (16)
pp; 38 DwgNo 7/7|

Search Report from Ginger D. Roberts

DE- <TITLE TERMS> METHOD; MONITOR; MEASURE; USER; VIEW; CONTENT; COMPUTER;
NETWORK; MULTIPLE; SERVE; NETWORK; PROTECT; USER; PRIVATE; SYSTEM|
DC- T01; T05|
IC- <MAIN> G06F-017/30|
MC- <EPI> T01-H07C5; T01-J05A2; T01-J05B; T01-J11C1; T05-E|
FS- EPI||

3/4/4

DIALOG(R)File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1999-517888/ 199943 |
XR- <XRPX> N99-385129|
TI- Advertisement delivery and response measuring system in network such as
internet|
PA- DOUBLE CLICK INC (DOUB-N)|
AU- <INVENTORS> MERRIMAN D A; O'CONNOR K J|
NC- 001|
NP- 001|
PN- US 5948061 A 19990907 US 96738634 A 19961029 199943 B|
AN- <LOCAL> US 96738634 A 19961029|
AN- <PR> US 96738634 A 19961029|
FD- US 5948061 A G06F-017/30|
LA- US 5948061(11)|
AB- <PN> US 5948061 A|
AB- <NV> NOVELTY - A user node having browser program (16), requests
information from network. A content provider affiliate node having
affiliate website (12), provides media content, advertising space and
link message to user node. An advertiser node having advertiser website
(18), provides advertising content. An advertisement server node
selects an advertiser node for user node based on link message.|
AB- <BASIC> USE - For delivering advertisement and measuring responses for
advertisement from network such as internet.
ADVANTAGE - Capable of gathering information about recipients of
advertisement. Provides control over frequency of exposure to users for
advertisements appearing on web page over time.
DESCRIPTION OF DRAWING(S) - The figure shows diagram explaining
advertisement delivery and response measuring system.
Affiliate website (12)
Browser program (16)
Advertiser website (18)
pp; 11 DwgNo 1/3|
DE- <TITLE TERMS> ADVERTISE; DELIVER; RESPOND; MEASURE; SYSTEM; NETWORK|
DC- T01|
IC- <MAIN> G06F-017/30|
IC- <ADDITIONAL> G06F-151/00|
MC- <EPI> T01-J05B|
FS- EPI||

3/4/5

DIALOG(R)File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1999-443770/ 199937 |
XR- <XRPX> N99-330990|
TI- Advertisement provider computer in intercommunication system for
delivering customized advertisements|
PA- ANGLES P D (ANGL-I)|
AU- <INVENTORS> ANGLES P D; BLATTNER D O|

Search Report from Ginger D. Roberts

NC- 001 |
NP- 001 |
PN- US 5933811 A 19990803 US 96700032 A 19960820 199937 B |
AN- <LOCAL> US 96700032 A 19960820 |
AN- <PR> US 96700032 A 19960820 |
FD- US 5933811 A G06F-017/30 |
LA- US 5933811(26) |
AB- <PN> US 5933811 A |
AB- <NV> NOVELTY - A registration module (60) allows a consumer to register consumer demographic information and content provider to register content provider information. Based on the consumer information, advertising module (62) selects an advertisement and transfers to consumer. During transfer, an accounting database unit (72) access the database to bill the advertiser and credit content provider. |
AB- <BASIC> DETAILED DESCRIPTION - The registration module creates advertisement request which comprises advertisement provider computer identifier and content provider script, and transfer to content provider. The registration module assigns consumer identification code and transfer that code to consumer. The advertising module accept the identification code from consumer and track the consumer activities. The registration information is stored in registration database (68) and advertisement information in advertisement database (70).
USE - For delivering customized advertisements.
ADVANTAGE - As the advertisement viewed by consumers associated with particular internet provider is monitored, internet provider is paid based on number of advertisements viewed thereby consumer access fee is reduced. If the consumer wishes to obtain additional information about an advertised product or service, the consumer simply use a mouse to select an embedded hyper-link in the custom advertisement and immediately transport to advertisers website.
DESCRIPTION OF DRAWING(S) - The figure depicts the information flow among consumer computer, content provider and advertisement provider through a communication link.
Registration module (60)
Advertising module (62)
Registration database (68)
Advertisement database (70)
Accounting database unit (72)
pp; 26 DwgNo 4/11 |
DE- <TITLE TERMS> ADVERTISE; COMPUTER; INTERCOMMUNICATION; SYSTEM; DELIVER;
ADVERTISE |
DC- T01 |
IC- <MAIN> G06F-017/30 |
IC- <ADDITIONAL> G06F-017/60 |
MC- <EPI> T01-J05A; T01-J05B |
FS- EPI ||

3/4/6

DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1998-447422/199838 |
XR- <XRPX> N98-348718 |
TI- Information processing system for product selection - has user interface presenting sequence of input prompts to user to gather information and decision engine to filter products to present to user |
PA- AMERICA ONLINE INC (AMON-N); PERSONALOGIC INC (PERS-N) |
AU- <INVENTORS> SAMMON T M; SCURLOCK B W |
NC- 022 |
NP- 003 |
PN- WO 9835297 A1 19980813 WO 98US1515 A 19980128 199838 B |

Search Report from Ginger D. Robert

PN- EP 958539 A1 19991124 EP 98906010 A 19980128 199954
<AN> WO 98US1515 A 19980128
PN- US 6012051 A 20000104 US 97794387 A 19970206 200008|
AN- <LOCAL> WO 98US1515 A 19980128; US 97794387 A 19970206; EP 98906010 A
19980128; WO 98US1515 A 19980128|
AN- <PR> US 97794387 A 19970206|
FD- WO 9835297 A1 G06F-015/18
<DS> (National): CA GB JP NO
<DS> (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE
FD- EP 958539 A1 G06F-015/18 Based on patent WO 9835297
<DS> (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE
FD- US 6012051 A G06F-015/18|
LA- WO 9835297 (E<PG> 46); EP 958539 (E)|
DS- <NATIONAL> CA GB JP NO|
DS- <REGIONAL> AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL;
PT; SE; LI|
AB- <BASIC> WO 9835297 A

The system includes a user interface which presents a sequence of input prompts to the user to gather preference and requirement data for several attributes of items in the product domain. A decision engine is coupled to the user interface which filters the product domain to present a set of items according to the gathered preference and requirement data as product choices to the user.

A navigation window in the user interface indicates a position in the sequence. An interface script specifies the sequence. The preference data comprises a variable associated with a particular attribute in the number of attributes specified by the user to have a degree of relevance to a product choice in the product domain.

USE - For "big ticket" purchases.

ADVANTAGE - Simplifies analysis and logic behind purchase decisions.

Dwg.1/15|

DE- <TITLE TERMS> INFORMATION; PROCESS; SYSTEM; PRODUCT; SELECT; USER;
INTERFACE; PRESENT; SEQUENCE; INPUT; PROMPT; USER; GATHER; INFORMATION;
DECIDE; ENGINE; FILTER; PRODUCT; PRESENT; USER|
DC- T01|
IC- <MAIN> G06F-015/18|
IC- <ADDITIONAL> G06F-017/30; G06F-017/60|
MC- <EPI> T01-H07C5E; T01-J05A2|
FS- EPI||

3/4/7

DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1998-387291/ 199833 |
XR- <XRXPX> N98-302019|
TI- Delivery of targetted advertisements to T.V and cable consumers -
targets advertisements to consumers using code comparison at a display
site|
PA- ALISON T (ALIS-I); BEAUREGARD R G (BEAU-I); CICIORA W S (CICI-I); HITE
K C (HITE-I)|
AU- <INVENTORS> ALISON T; BEAUREGARD R G; CICIORA W S; HITE K C|
NC- 001|
NP- 001|
PN- US 5774170 A 19980630 US 94354620 A 19941213 199833 B|
AN- <LOCAL> US 94354620 A 19941213|
AN- <PR> US 94354620 A 19941213|
FD- US 5774170 A H04N-007/10|
LA- US 5774170(16)|
AB- <BASIC> US 5774170 A

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The system includes a control device at the display site (400). A number of advertisements are stored in a central storage system. Each advertisement has a code associated with it.

The delivery unit delivers a program and delivers a number of advertisements from the central storage system to the display site for display.

The control device includes codes storage device (228) which communicates with the central storage system and selects an advertisement from the central storage system for delivery for a particular consumer based on a command from the control device. The codes. The selection is done by comparing a code stored in the control device with codes associated with the number of advertisements in the central storage system.

ADVANTAGE-Targets individual viewer's based desires and needs.

Dwg.1/5|

DE- <TITLE TERMS> DELIVER; TARGET; ADVERTISE; CABLE; CONSUME; TARGET;
ADVERTISE; CONSUME; CODE; COMPARE; DISPLAY; SITE|
DC- W02; W03|
IC- <MAIN> H04N-007/10|
MC- <EPI> W02-F10A; W02-F10X; W03-A16C5A; W03-A16C5X|
FS- EPI||

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DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1998-300271/199827|
XR- <XRXPX> N98-234984|
TI- Programmed information transmission method e.g. for delivering music and targetted advertising messages from Internet to subscribers - includes software controlled microprocessor based repository in which dossiers of subscribers are stored and updated, musical content and related advertising are classified and matched, for selecting and receiving information|
PA- WOLFE R L (WOLF-I); MUSICBOOTH LLC (MUSI-N)|
AU- <INVENTORS> PINALS J; WOLFE R L|
NC- 026|
NP- 005|
PN- EP 847156 A2 19980610 EP 97121647 A 19971209 199827 B|
PN- US 5931901 A 19990803 US 9632141 A 19961209 199937
<AN> US 97822313 A 19970321
PN- US 6038591 A 20000314 US 9632141 A 19961209 200020
<AN> US 97822313 A 19970321
<AN> US 99333094 A 19990615
PN- US 6161142 A 20001212 US 9632141 A 19961209 200067
<AN> US 97822313 A 19970321
<AN> US 99333094 A 19990615
<AN> US 2000480093 A 20000110
PN- CA 2274190 A1 20001210 CA 2274190 A 19990610 200105 N|
AN- <LOCAL> EP 97121647 A 19971209; US 9632141 A 19961209; US 97822313 A 19970321; US 9632141 A 19961209; US 97822313 A 19970321; US 99333094 A 19990615; US 9632141 A 19961209; US 97822313 A 19970321; US 99333094 A 19990615; US 2000480093 A 20000110; CA 2274190 A 19990610|
AN- <PR> US 97822313 A 19970321; US 9632141 P 19961209; US 99333094 A 19990615; US 2000480093 A 20000110; CA 2274190 A 19990610|
FD- EP 847156 A2 H04H-001/02
<DS> (Regional): AL AT BE CH DE DK ES FI FR GB GR IE IT LI LT LU LV MC
MK NL PT RO SE SI
FD- US 5931901 A H04N-001/413 Provisional application US 9632141
FD- US 6038591 A H04N-009/79 Provisional application US 9632141

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Cont of application US 97822313
Cont of patent US 5931901
FD- US 6161142 A H04N-001/413 Provisional application US 9632141
Cont of application US 97822313
Cont of application US 99333094
Cont of patent US 5931901
Cont of patent US 6038591|

LA- EP 847156(E<PG> 10); CA 2274190(E)|

DS- <REGIONAL> AL; AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LT;
LU; LV; MC; MK; NL; PT; RO; SE; SI|

AB- <BASIC> EP 847156 A

The method involves creating an advertising/marketing criteria database (24) for storing the advertising preferences of advertisers (18,19,...,21) e.g. the type of subscribers (12,14,...,16) that these advertisers would like to reach, their geographic locations, and system usage privileges and/or credit balance of advertisers. A content database (26) is created for storing the advertisement content i.e. the actual advertising copy of various advertisers who can have several different audio messages stored for transmittal to different classes of subscribers. A subscriber profile database (28) is created for storing the actual profiles of the individual subscribers specifying for each subscriber criteria, e.g. age, demographic data, education, sex, ethnic background, musical selections previously or simultaneously made by the subscriber and purchasing habits.

A music content database (30) is created for storing a large library of selectable/searchable music content including musical work, profile of the work, audio identity of the artist and copyright holders, and an audio statement of the artist. The databases (24,26,30) are maintained by a CPU (10) which interfaces via the Internet (20) with subscriber operating PCs (12,14,...,16) having speakers (12a,14a,...,16a) to play programmed music or other audio information which is transmitted to them via the Internet. The music being transmitted to the subscribers is bundled with targeted advertising material in the form of audio messages tailored to the subscriber or musical profile paid for by the advertisers.

ADVANTAGE - Capability to provide programmed music via internet to numerous subscribers without any charge to subscribers. Capability to provide programmed music to general public in a manner which facilitates bundling of such music with advertisement copy tailored to an individual, to thus underwrite cost of supplying to members of public valuable music and other data containing information.

Dwg.1/3|

DE- <TITLE TERMS> PROGRAM; INFORMATION; TRANSMISSION; METHOD; DELIVER;
MUSIC; TARGET; ADVERTISE; MESSAGE; SUBSCRIBER; SOFTWARE; CONTROL;
MICROPROCESSOR; BASED; REPOSITORY; SUBSCRIBER; STORAGE; UPDATE; MUSIC;
CONTENT; RELATED; ADVERTISE; CLASSIFY; MATCH; SELECT; RECEIVE;
INFORMATION|

DC- T01; W01; W02|

IC- <MAIN> H04H-001/02; H04L-012/16; H04N-001/413; H04N-009/79|

MC- <EPI> T01-H07C3A; T01-H07C5E; W01-A03B; W01-A06B7; W01-A06G2; W02-D05A;
W02-D05C1; W02-F10C; W02-F10E; W02-K03|

FS- EPI||

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DIALOG(R) File 350:Derwent WPIX

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IM- *Image available*

AA- 1998-178870/ 199816 |

XR- <XRPX> N98-141575|

TI- Electronic apparatus for providing advertisements to end users - has consumer scale matching process that compares details stored in user

Search Report from Ginger D. Roberts

profile database with a consumer scale for the advertisement|
PA- INTEL CORP (ITLC)|
AU- <INVENTORS> DEDRICK R|
NC- 001|
NP- 001|
PN- US 5724521 A 19980303 US 94333950 A 19941103 199816 B|
AN- <LOCAL> US 94333950 A 19941103|
AN- <PR> US 94333950 A 19941103|
FD- US 5724521 A H01J-013/00|
LA- US 5724521(19)|
AB- <BASIC> US 5724521 A

The apparatus has an index database (35) which stores a title associated with the electronic advertisement. A user profile database (30) stores information about end users of the client systems and session manager (28) makes the advertisement available to each client system.

A consumer scale matching process (39) compares the details in the user profile database to a consumer scale for the electronic advertisement. It then indicates the fee to be charged based on that comparison.

USE - To provide monetary resources for covering costs of running electronic information provider.

ADVANTAGE - Allows advertisers to pay part of cost of network based on value placed on users given access to. Enables advertisers to target particular audiences and spend advertising resources efficiently.

Dwg.3/7|

DE- <TITLE TERMS> ELECTRONIC; APPARATUS; ADVERTISE; END; USER; CONSUME;
SCALE; MATCH; PROCESS; COMPARE; DETAIL; STORAGE; USER; PROFILE;
DATABASE; CONSUME; SCALE; ADVERTISE|
DC- T01; T05; W01|
IC- <MAIN> H01J-013/00|
MC- <EPI> T01-H07C5; T01-J05B4A; T05-C03; T05-H05C; W01-A06B5A; W01-A06E2A|
FS- EPI||.

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DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1997-558442/ 199751 |
DX- <RELATED> 1993-133968; 1993-272389; 1994-126691; 1994-217345;
1995-075345; 1995-089514; 1995-245971; 1995-320125; 1997-086935;
1997-235479; 1997-319376; 1997-372348; 1997-424447; 1997-502622;
2001-624573|
XR- <XRPX> N97-465522|
TI- Targetted customer promotion system for retail store - has processor
that determines from set subset of products which may be used as
incentives based upon customer preference for products in set|
PA- CREDIT VERIFICATION CORP (CRED-N)|
AU- <INVENTORS> DEATON D W; GABRIEL R G|
NC- 001|
NP- 001|
PN- US 5687322 A 19971111 US 89345475 A 19890501 199751 B
<AN> US 92826255 A 19920124
<AN> US 92886383 A 19920519
<AN> US 9363413 A 19930517
<AN> US 9396921 A 19930723
<AN> US 93139983 A 19931020
<AN> US 95457300 A 19950601|
AN- <LOCAL> US 89345475 A 19890501; US 92826255 A 19920124; US 92886383 A
19920519; US 9363413 A 19930517; US 9396921 A 19930723; US 93139983 A
19931020; US 95457300 A 19950601|

Search Report from Ginger D. Roberts

AN- <PR> US 93139983 A 19931020; US 89345475 A 19890501; US 92826255 A 19920124; US 92886383 A 19920519; US 9363413 A 19930517; US 9396921 A 19930723; US 95457300 A 19950601|

FD- US 5687322 A G06F-017/60 Cont of application US 89345475
CIP of application US 92826255
Cont of application US 92886383
CIP of application US 9363413
CIP of application US 9396921
Cont of application US 93139983
CIP of patent US 5621812|

LA- US 5687322(150)|

AB- <BASIC> US 5687322 A

The system includes a terminal for entering a number of customer's identification codes, along with customer transaction data, at a point-of-sale. A bar code reader detects a universal product code on products purchased by the customers. A memory stores a number of previously entered customer identification codes and customer transaction data. The memory also stores data relating to universal product codes of products purchased in prior shopping visits by an individual customer.

A processor determines from the memory a set of previously purchased products purchased by a specific customer in prior visits to the store. The processor determines from the set a subset of products which may be used as incentives, the subset based upon customer preference for the products in the set. The preference is determined by a predetermined preference criteria. A circuitry generates a signal upon detection of a specific customer's identification code whose prior shopping visits meet a predetermined prior shopping history criteria.

ADVANTAGE - Facilitate transactions by reducing requirement for customer identification. Enables store to adopt risk management approach to credit verification base on customer transaction history.

Dwg.1/47|

DE- <TITLE TERMS> TARGET; CUSTOMER; PROMOTE; SYSTEM; RETAIL; STORAGE; PROCESSOR; DETERMINE; SET; SUBSET; PRODUCT; BASED; CUSTOMER; PREFER; PRODUCT; SET|

DC- T01|

IC- <MAIN> G06F-017/60|

MC- <EPI> T01-J05A1; T01-J05A2|

FS- EPI||

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DIALOG(R) File 350:Derwent WPIX

(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*

AA- 1997-550096/199750|

XR- <XRPX> N97-458647|

TI- Computer apparatus for network formed from digital processors coupled to communication channel - has agate information presented to network user, and user responses recorded and psychographically analysed to customise displays|

PA- FREEDOM OF INFORMATION INC (FREE-N); BE FREE INC (BEFR-N)|

AU- <INVENTORS> GERACE T A|

NC- 021|

NP- 004|

PN- WO 9741673 A2 19971106 WO 97US6767 A 19970422 199750 B|

PN- US 5848396 A 19981208 US 96634900 A 19960426 199905

PN- EP 895685 A2 19990210 EP 97922404 A 19970422 199911
<AN> WO 97US6767 A 19970422

PN- US 5991735 A 19991123 US 96634900 A 19960426 200002
<AN> US 98132277 A 19980811|

AN- <LOCAL> WO 97US6767 A 19970422; US 96634900 A 19960426; US 98132277 A

19980811; US 96634900 A 19960426; EP 97922404 A 19970422; WO 97US6767 A
19970422 |
AN- <PR> US 96634900 A 19960426; US 98132277 A 19980811 |
CT- -SR.Pub |
FD- WO 9741673 A2 H04L-029/06
<DS> (National): CA IL
<DS> (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE
FD- US 5991735 A G06F-019/00 Cont of application US 96634900
Cont of patent US 5848396
FD- EP 895685 A2 H04L-029/06 Based on patent WO 9741673
<DS> (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE
FD- US 5848396 A G06F-019/00 |
LA- WO 9741673 (E<PG> 86); EP 895685 (E) |
DS- <NATIONAL> CA IL |
DS- <REGIONAL> AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL;
PT; SE; LI |
AB- <BASIC> WO 9741673 A
The communications system has the users linked to a network, such as the Internet. When a user initially logs onto the system a unique identification is created, and the user is presented with aggregate information options. The user responses, both initially and in subsequent visits, are recorded and assembled (71). These responses are analysed psychographically to identify the user preferences, and build a profile of the user (73).

A program controller receives several advertisements (75), and selects and customises these for presentation to selected users. The process is iterative in that users' reactions to the advertisements are recorded and used to refine the profile.

ADVANTAGE - Allows advertisements to be selected and customised to suit users based on their history of viewing habits.

Dwg.2/5 |

DE- <TITLE TERMS> COMPUTER; APPARATUS; NETWORK; FORMING; DIGITAL; PROCESSOR ; COUPLE; COMMUNICATE; CHANNEL; AGATE; INFORMATION; PRESENT; NETWORK; USER; USER; RESPOND; RECORD; ANALYSE; DISPLAY |
DC- T01; W01 |
IC- <MAIN> G06F-019/00; H04L-029/06 |
IC- <ADDITIONAL> G06F-017/30 |
MC- <EPI> T01-G11C; W01-A06B7; W01-A06E1; W01-A06F |
FS- EPI ||

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DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1997-332982/199730 |
XR- <XRPX> N97-276336 |
TI- Method of electronically brokering attention and of orthogonal sponsorship - generates consumer interest profile for customer and provides data for customer distribution and compares profile with data, if matching data is automatically delivered to customer who is compensated for paying attention to data |
PA- CYBERGOLD INC (CYBE-N) |
AU- <INVENTORS> FITTS G; GOLDHABER A N |
NC- 074 |
NP- 010 |
PN- WO 9722074 A1 19970619 WO 96US19730 A 19961211 199730 B |
PN- AU 9714153 A 19970703 AU 9714153 A 19961211 199743 |
PN- US 5794210 A 19980811 US 95570510 A 19951211 199839 |
PN- US 5855008 A 19981229 US 95570510 A 19951211 199908
<AN> US 97919444 A 19970828 |
PN- EP 934570 A1 19990811 EP 96944314 A 19961211 199936 |

Search Report from Ginger D. Roberts

<AN> WO 96US19730 A 19961211
PN- JP 2000501868 W 20000215 WO 96US19730 A 19961211 200019
<AN> JP 97522188 A 19961211
PN- AU 200123093 A 20010503 AU 9714153 A 19961211 200129 N
<AN> AU 200123093 A 20010219
PN- AU 200115019 A 20010503 AU 9714153 A 19961211 200129 N
<AN> AU 200115019 A 20010219
PN- AU 200123091 A 20010503 AU 9714153 A 19961211 200129 N
<AN> AU 200123091 A 20010219
PN- AU 732860 B 20010503 AU 9714153 A 19961211 200129 |
AN- <LOCAL> WO 96US19730 A 19961211; AU 9714153 A 19961211; US 95570510 A 19951211; US 95570510 A 19951211; US 97919444 A 19970828; EP 96944314 A 19961211; WO 96US19730 A 19961211; WO 96US19730 A 19961211; JP 97522188 A 19961211; AU 9714153 A 19961211; AU 200123093 A 20010219; AU 9714153 A 19961211; AU 200115019 A 20010219; AU 9714153 A 19961211; AU 200123091 A 20010219; AU 9714153 A 19961211 |
AN- <PR> US 95570510 A 19951211; US 97919444 A 19970828; AU 200115019 A 20010219; AU 200123091 A 20010219; AU 200123093 A 20010219 |
CT- EP 265232; US 5467269; WO 9516971; WO 9639668 |
FD- WO 9722074 A1 G06F-017/60
<DS> (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN
<DS> (Regional): AT BE CH DE DK EA ES FI FR GB GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG
FD- AU 9714153 A G06F-017/60 Based on patent WO 9722074
FD- US 5855008 A G06F-017/60 Cont of application US 95570510
Cont of patent US 5794210
FD- EP 934570 A1 G06F-017/60 Based on patent WO 9722074
<DS> (Regional): AL AT BE CH DE DK ES FI FR GB GR IE IT LI LT LU LV MC NL PT RO SE SI
FD- JP 2000501868 W G06F-017/60 Based on patent WO 9722074
FD- AU 200123093 A G06F-017/60 Div ex application AU 9714153
Div ex patent AU 732860
FD- AU 200115019 A G06F-017/60 Div ex application AU 9714153
Div ex patent AU 732860
FD- AU 200123091 A G06F-017/60 Div ex application AU 9714153
Div ex patent AU 732860
FD- AU 732860 B G06F-017/60 Previous Publ. patent AU 9714153
Based on patent WO 9722074 |
LA- WO 9722074(E<PG> 68); EP 934570(E); JP 2000501868(73) |
DS- <NATIONAL> AL AM AT AU AZ BA BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN |
DS- <REGIONAL> AT; BE; CH; DE; DK; EA; ES; FI; FR; GB; GR; IE; IT; KE; LS; LU; MC; MW; NL; OA; PT; SD; SE; SZ; UG; AL; LI; LT; LV; RO; SI |
AB- <BASIC> WO 9722074 A
The method involves generating a consumer interest profile for a customer and provides information for distribution to consumers. The interest profile is compared with the provided information. Based on the comparison it is determined whether the consumer interest profile matches the provided information.
If the determination shows a match, the information is automatically delivered to the customer. The customer is compensated for paying attention to the information. The compensation is performed as an electronic compensation transaction, and is a conditioning compensation based on the successful completion of one or more further events.
USE/ADVANTAGE - Relates to techniques for delivering information electronically and to techniques for delivering positively and negatively priced intellectual property, including advertising. Provides mechanisms for attention brokerage and establishing markets that allow advertisers to compete for attention of particular consumer

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or group of consumers, thereby maximising efficiency and creating value.

Dwg.6/19|

DE- <TITLE TERMS> METHOD; ELECTRONIC; ATTENTION; ORTHOGONAL; GENERATE; CONSUME; INTEREST; PROFILE; CUSTOMER; DATA; CUSTOMER; DISTRIBUTE; COMPARE; PROFILE; DATA; MATCH; DATA; AUTOMATIC; DELIVER; CUSTOMER; COMPENSATE; PAY; ATTENTION; DATA|
DC- T01|
IC- <MAIN> G06F-017/60|
IC- <ADDITIONAL> G06F-017/30|
MC- <EPI> T01-H07C3; T01-J05A|
FS- EPI||

3/4/13

DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1997-281272/ 199725 |
XR- <XRPX> N97-233006|
TI- Selective advertising procedure for radio broadcast systems for targetting specific audience groups - downloading user profile to population of receiving devices for characterising user based on demographic or psychographic criteria, and receiver outputs only advertising information which matches profile|
PA- SEIKO COMMUNICATIONS SYSTEMS INC (SEIK-N)|
AU- <INVENTORS> PARK M C|
NC- 025|
NP- 002|
PN- WO 9717774 A1 19970515 WO 96US17690 A 19961105 199725 B|
PN- AU 9676066 A 19970529 AU 9676066 A 19961105 199737|
AN- <LOCAL> WO 96US17690 A 19961105; AU 9676066 A 19961105|
AN- <PR> US 95553132 A 19951107|
CT- US 5251324; US 5446919|
FD- WO 9717774 A1
 <DS> (National): AU BR CA CH CN JP KR MX RU
 <DS> (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE
FD- AU 9676066 A Based on patent WO 9717774|
LA- WO 9717774 (E<PG> 28)|
DS- <NATIONAL> AU BR CA CH CN JP KR MX RU|
DS- <REGIONAL> AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL;
 PT; SE|
AB- <BASIC> WO 9717774 A
 The method of selective advertisement presentation comprises
 downloading to each member of a population of receiving devices a user
 profile characterising the associated user. Advertising segments are
 broadcast to the receiving devices and each segment is associated with
 a target profile.

A given advertising segment is output at a given receiver when a user profile stored at that receiver corresponds to a target profile associated with the given segment. The profile data includes information regarding age, sex, income indicator, and hobbies or interests.

ADVANTAGE - For increasing user interest in downloaded material by limiting volume of advertising of wider range of data.

Dwg.1/7|

DE- <TITLE TERMS> SELECT; ADVERTISE; PROCEDURE; RADIO; BROADCAST; SYSTEM; TARGET; SPECIFIC; AUDIENCE; GROUP; USER; PROFILE; POPULATION; RECEIVE; DEVICE; CHARACTERISTIC; USER; BASED; CRITERIA; RECEIVE; OUTPUT; ADVERTISE; INFORMATION; MATCH; PROFILE|
DC- T01; W02; W05|
IC- <MAIN> H04B-017/00|

IC- <ADDITIONAL> H04N-007/00 |
MC- <EPI> T01-J05A2; W02-D05; W05-A05C2; W05-E03 |
FS- EPI||

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DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*

AA- 1997-225778/ 199720 |
DX- <RELATED> 1998-456701; 2001-280411 |

XR- <XRPX> N97-186861 |

TI- Context vector generation and retrieval method for document storage and retrieval system - involves modifying initial context vector of selected information element by function of context vectors of information elements within selected proximity to selected information element |

PA- APTICS SOFTWARE INC (APTI-N); HNC INC (HNCH-N) |

AU- <INVENTORS> CAID W R; QING P |

NC- 002 |

NP- 002 |

PN- US 5619709 A 19970408 US 93124098 A 19930920 199720 B
<AN> US 95561167 A 19951121 |

PN- JP 10283373 A 19981023 JP 97122770 A 19970407 199902 N |

AN- <LOCAL> US 93124098 A 19930920; US 95561167 A 19951121; JP 97122770 A
19970407 |

AN- <PR> US 93124098 A 19930920; US 95561167 A 19951121; JP 97122770 A
19970407 |

FD- US 5619709 A G06F-017/30 Cont of application US 93124098 |

LA- US 5619709(44); JP 10283373(85) |

AB- <BASIC> US 5619709 A

The method involves providing a training set of records for processing by the processor, each record containing a number of information elements. A number of randomly generated component data values are assigned to selected information elements in each record of an initial context vector. The initial context vector of the selected information element is modified by a function of the context vectors of information elements within a selected proximity to the selected information element.

A summary vector is determined by combining the modified context vectors of the information elements of the record according to program instructions in the storage and executed on the processor. The determined summary vectors is stored in the computer storage.

ADVANTAGE - Reduces searches time and improves system effectiveness.

Dwg.3/28 |

DE- <TITLE TERMS> CONTEXT; VECTOR; GENERATE; RETRIEVAL; METHOD; DOCUMENT; STORAGE; RETRIEVAL; SYSTEM; MODIFIED; INITIAL; CONTEXT; VECTOR; SELECT; INFORMATION; ELEMENT; FUNCTION; CONTEXT; VECTOR; INFORMATION; ELEMENT; SELECT; PROXIMITY; SELECT; INFORMATION; ELEMENT |

DC- T01 |

IC- <MAIN> G06F-017/30 |

IC- <ADDITIONAL> G06F-015/18; G06F-017/16; G06F-017/28 |

MC- <EPI> T01-J05B; T01-J05B1 |

FS- EPI||

3/4/15

DIALOG(R) File 350:Derwent WPIX
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IM- *Image available*

Search Report from Ginger D. Roberts

AA- 1997-145004/ 199713 |

XR- <XRPX> N97-120030 |

TI- Electronic advertisement distributing system using LAN, WAN or metropolitan area network - has metering server that correlates user profile transmitted with electronic advertisement with user profile located within demographic database stored within metering server |

PA- INTEL CORP (ITLC) |

AU- <INVENTORS> DEDRICK R |

NC- 001 |

NP- 001 |

PN- US 5604542 A 19970218 US 95386310 A 19950208 199713 B |

AN- <LOCAL> US 95386310 A 19950208 |

AN- <PR> US 95386310 A 19950208 |

FD- US 5604542 A H04N-007/00 |

LA- US 5604542(7) |

AB- <BASIC> US 5604542 A

The system includes an encoder that inserts the electronic advertisement into a vertical blanking interval of a video programming signal. A transmitting device transmits the video programming signal and the electronic advertisement. A receiving device receives the video programming signal and the electronic advertisement. A decoder removes the electronic advertisement from the vertical blanking interval of the video programming signal.

A metering server correlates a user profile transmitted with the electronic advertisement with a user profile located within a demographic database that is stored within the metering server. The latter transfers the electronic advertisement to an end user computer which has a user profile that corresponds to the transmitted user profile.

USE/ADVANTAGE - For transferring electronic advertisements within vertical blanking intervals of analog video broadcasting system partic, Allows reach computers in network fitted with tuner card and reception of video programming signals.

Dwg.1/6 |

DE- <TITLE TERMS> ELECTRONIC; ADVERTISE; DISTRIBUTE; SYSTEM; LAN; WAN; AREA ; NETWORK; METER; SERVE; CORRELATE; USER; PROFILE; TRANSMIT; ELECTRONIC ; ADVERTISE; USER; PROFILE; LOCATE; DATABASE; STORAGE; METER; SERVE |

DC- T01; W02 |

IC- <MAIN> H04N-007/00 |

IC- <ADDITIONAL> H04N-007/08 |

MC- <EPI> T01-H07C3B; T01-J05A; W02-F05C; W02-F10K; W02-F10X |

FS- EPI ||

3/4/16

DIALOG(R) File 350:Derwent WPIX

(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*

AA- 1996-289125/199630 |

TI- Computer implemented method of retrieving information based on user-defined profile - involves server presenting sub-set of information from database as generated by application program to client |

PA- SUN MICROSYSTEMS INC (SUNM) |

AU- <INVENTORS> DASAN V S |

NC- 007 |

NP- 003 |

PN- EP 718784 A1 19960626 EP 95309280 A 19951220 199630 B |

PN- JP 9026970 A 19970128 JP 95348576 A 19951220 199714

PN- US 5761662 A 19980602 US 94360997 A 19941220 199829

<AN> US 97852455 A 19970508 |

AN- <LOCAL> EP 95309280 A 19951220; JP 95348576 A 19951220; US 94360997 A

Search Report from Ginger D. Roberts

19941220; US 97852455 A 19970508|
AN- <PR> US 94360997 A 19941220; US 97852455 A 19970508|
CT- 1.Jnl.Ref|
FD- EP 718784 A1 G06F-017/30
<DS> (Regional): DE FR GB NL SE
FD- JP 9026970 A G06F-017/30
FD- US 5761662 A G06F-017/30 Cont of application US 94360997|
LA- EP 718784(E<PG> 21); JP 9026970(15)|
DS- <REGIONAL> DE; FR; GB; NL; SE|
AB- <BASIC> EP 718784 A

The method involves a user-controlled client establishing communication with a server. The server presents a list of options to the client. The server is in a state less condition prior to establishing the communication. A user identifies the user-defined profile via the client.

The server engages a first application program for retrieving the user-defined profile. The first application program examines a database of raw information and automatically retrieves a subset of the raw information from the database based upon the user-defined profile. The first application program transmits the subset of the raw information from the database to the server and the server presents the subset of the raw information to the client.

ADVANTAGE - Allows user-relevant information to be obtained from electronic devices.

Dwg.1/12|

DE- <TITLE TERMS> COMPUTER; IMPLEMENT; METHOD; RETRIEVAL; INFORMATION;
BASED; USER; DEFINE; PROFILE; SERVE; PRESENT; SUB; SET; INFORMATION;
DATABASE; GENERATE; APPLY; PROGRAM; CLIENT|
DE- <ADDITIONAL WORDS> INTERNET; ON-LINE; SERVICE|
DC- T01|
IC- <MAIN> G06F-017/30|
MC- <EPI> T01-J05B4; T01-J11|
FS- EPI||

3/4/17

DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1996-171877/199617|
XR- <XRPX> N96-144372|
TI- Distribution system for transferring commercial messages using communications system - has server which selectively tags messages with routing information and converter addresses, and transmits messages on network for reception and display by addressed converters|
PA- CARLES J B (CARL-I)|
AU- <INVENTORS> CARLES J B|
NC- 066|
NP- 008|
PN- WO 9608109 A1 19960314 WO 95US11710 A 19950907 199617 B|
PN- US 5515098 A 19960507 US 94303352 A 19940908 199624|
PN- AU 9535895 A 19960327 AU 9535895 A 19950907 199627|
PN- US 5661516 A 19970826 US 94303352 A 19940908 199740
<AN> US 96602921 A 19960216|
PN- EP 806114 A1 19971112 EP 95933116 A 19950907 199750
<AN> WO 95US11710 A 19950907|
PN- MX 9701823 A1 19980401 MX 971823 A 19970307 200004|
PN- JP 11514504 W 19991207 WO 95US11710 A 19950907 200008
<AN> JP 96509717 A 19950907|
PN- MX 196928 B 20000612 MX 971823 A 19950907 200133|
AN- <LOCAL> WO 95US11710 A 19950907; US 94303352 A 19940908; AU 9535895 A
19950907; US 94303352 A 19940908; US 96602921 A 19960216; EP 95933116 A

19950907; WO 95US11710 A 19950907; MX 971823 A 19970307; WO 95US11710 A 19950907; JP 96509717 A 19950907; MX 971823 A 19950907|
AN- <PR> US 94303352 A 19940908; US 96602921 A 19960216|
CT- US 5155591|
FD- WO 9608109 A1 H04N-007/10
<DS> (National): AM AT AU BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU IS JP KE KG KP KR KZ LK LR LT LU LV MD MG MK MN MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TT UA US UZ VN
<DS> (Regional): AT BE CH DE DK ES FR GB GR IE IT KE LU MC MW NL OA PT SD SE SZ UG
FD- AU 9535895 A H04N-007/10 Based on patent WO 9608109
FD- US 5661516 A H04N-007/10 Cont of application US 94303352
Cont of patent US 5515098
FD- EP 806114 A1 H04N-007/10 Based on patent WO 9608109
<DS> (Regional): AT BE CH DE DK ES FR GB IE IT LI NL PT SE
FD- JP 11514504 W H04L-012/18 Based on patent WO 9608109|
LA- WO 9608109(E<PG> 25); US 5515098(10); US 5661516(11); EP 806114(E); JP 11514504 (33)|
DS- <NATIONAL> AM AT AU BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU IS JP KE KG KP KR KZ LK LR LT LU LV MD MG MK MN MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TT UA US UZ VN|
DS- <REGIONAL> AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; KE; LU; MC; MW; NL; OA; PT; SD; SE; SZ; UG; LI|
AB- <BASIC> WO 9608109 A
The system for selectively distributing messages over a communications network has a controller for communicating over the network with a number of terminals in a number of subscriber locations served by the network, each terminal having a network address. A data bank is connected to the controller and contains the network addresses of the subscriber terminals and subscriber profile data for each subscriber household including demographic data.
A source of commercial messages is provided, and a selector is connected to the controller for accessing a partic. message based on the subscriber profile data. An identification device is connected to the controller for identifying the selected commercial message with the network address of the subscriber terminal. The controller causes transmission from the source of the identified message to the subscriber over the network.
ADVANTAGE - Dynamically distributes commercial programming to selected target households based on predetermined characteristics.
Dwg.1/5|
AB- <US> US 5661516 A
In a system for selectively distributing messages over a communications network, said system including a source of commercial messages, and a controller communicating over the network with a plurality of subscriber terminals in a plurality of subscriber households served by the communications network and controlling the transmission of the commercial messages from the source to the subscribers households over the network, each of the subscriber terminals having a network address, the combination of:
a reservoir of data containing network addresses of the subscriber terminals and subscriber profile data associated with each of the subscriber households and including demographic data;
selection means operatively associated with said reservoir for selecting at least one of the commercial messages for transmission to at least one of the subscriber terminals based on the subscriber profile data associated with said at least one subscriber terminal; and
identifying means operatively associated with said reservoir for identifying the selected at least one commercial message with the network address of said at least one subscriber terminal.
Dwg.3/5|
DE- <TITLE TERMS> DISTRIBUTE; SYSTEM; TRANSFER; COMMERCIAL; MESSAGE;

Se [REDACTED] h Report from Ginger D. Roberts

COMMUNICATE; SYSTEM; SERVE; SELECT; TAG; MESSAGE; ROUTE; INFORMATION;
CONVERTER; ADDRESS; TRANSMIT; MESSAGE; NETWORK; RECEPTION; DISPLAY;
ADDRESS; CONVERTER|
DE- <ADDITIONAL WORDS> ADVERTISING|
DC- T01; W01; W02|
IC- <MAIN> H04L-012/18; H04N-007/010; H04N-007/10|
IC- <ADDITIONAL> G06F-013/00; H04N-007/16|
MC- <EPI> T01-J05A; T01-J05B; W01-A03B1; W01-A06B5B; W01-A06E1; W01-A06G2;
W02-F03A5; W02-F05A3C; W02-K03|
FS- EPI||

3/4/18

DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1995-311265/ 199540 |
XR- <XRPX> N95-235098|
TI- Communication system capable of targetting demographically or
psychographically defined audience - maintains master database
containing information about each audience member and selecting
appropriate advertisements accordingly for each member|
PA- WILKINS J K (WILK-I)|
AU- <INVENTORS> WILKINS J K|
NC- 001|
NP- 001|
PN- US 5446919 A 19950829 US 90482286 A 19900220 199540 B
<AN> US 91773520 A 19911009|
AN- <LOCAL> US 90482286 A 19900220; US 91773520 A 19911009|
AN- <PR> US 91773520 A 19911009; US 90482286 A 19900220|
FD- US 5446919 A H04H-001/02 CIP of application US 90482286|
LA- US 5446919(21)|
AB- <BASIC> US 5446919 A
The system for selective transmission of a message to subscribers
of a cable television service includes a head end transmitting system
and several cable decoders, one for each of the subscribers, connected
to a cable network. A memory at the head end transmitting system stores
demographic/psychographic information about the subscribers and
transmits the demographic/psychographic information for each subscriber
to the cable decoder for that subscriber, free of input by the
subscribers. A memory at each cable decoder stores the
demographic/psychographic information for each subscriber. A
transmitter at the head end transmitting system transmits a
demographic/psychographic profile for desired recipients of the message
and transmits the message. A comparator at each decoder compares the
demographic/psychographic profile with the information stored and
enables one of the decoders to provide the message to that subscriber
when they match.

USE/ADVANTAGE - CATV system. Optimises advertising efficiency.
Dwg.1A/7|

DE- <TITLE TERMS> COMMUNICATE; SYSTEM; CAPABLE; TARGET; DEFINE; AUDIENCE;
MAINTAIN; MASTER; DATABASE; CONTAIN; INFORMATION; AUDIENCE; MEMBER;
SELECT; APPROPRIATE; ADVERTISE; ACCORD; MEMBER|
DC- W02|
IC- <MAIN> H04H-001/02|
MC- <EPI> W02-F03A5; W02-F05A3|
FS- EPI||

3/4/19

DIALOG(R) File 350:Derwent WPIX
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Search Report from Ginger D. Roberts

IM- *Image available*

AA- 1995-169770/ 199522 |

XR- <XRPX> N95-133088|

TI- Selecting video programs based on program content and viewer preference, e.g. for cable TV - using adaptive or neural system which creates and updates preferred viewing file based on personal preferences of viewer|

PA- ARROWSMITH TECHNOLOGIES INC (ARRO-N) |

AU- <INVENTORS> BARKER A C; GRAVES G T; O'CONNOR B M|

NC- 001|

NP- 001|

PN- US 5410344 A 19950425 US 93124945 A 19930922 199522 B|

AN- <LOCAL> US 93124945 A 19930922|

AN- <PR> US 93124945 A 19930922|

FD- US 5410344 A H04N-007/16|

LA- US 5410344(12)|

AB- <BASIC> US 5410344 A

The audiovisual programs have attributes and a corresponding content code including information pertaining to the attributes. The method includes various steps. First, a viewer preference file is stored which includes information pertaining to the impact of various attributes of the audiovisual programs on the viewer.

Second, a number of content codes corresponding to a number of the audiovisual programs are received. Third, the viewer preference file is compared to the number of the corresponding content codes. Finally, at least one of the number of audiovisual programs is selected in response to the comparison for presentation to the viewer.

ADVANTAGE - Automatic selection from large number of programs.

Dwg.2/8|

DE- <TITLE TERMS> SELECT; VIDEO; PROGRAM; BASED; PROGRAM; CONTENT; VIEW; PREFER; CABLE; TELEVISION; ADAPT; NEURAL; SYSTEM; UPDATE; PREFER; VIEW; FILE; BASED; PERSON; VIEW|

DC- T01; W02; W03|

IC- <MAIN> H04N-007/16|

MC- <EPI> T01-J16C1; W02-F03A5; W02-F05A3C; W03-A16C; W03-A18A|

FS- EPI||

3/4/20

DIALOG(R)File 350:Derwent WPIX

(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*

AA- 1994-065982/199408|

XR- <XRPX> N94-051623|

TI- Promotional video media distribution network - includes distribution centre transmitting video program and market-specific segments to receiving sites, with segments having destination address and control data|

PA- NBL COMMUNICATIONS INC (NBLC-N); BYLON CO LTD (BYLO-N); BAYLON CO LTD (BAYL-N); JAMES G (JAME-I); NEMIROFSKY F R (NEMI-I)|

AU- <INVENTORS> JAMES G; NEMIROFSKY F R|

NC- 046|

NP- 008|

PN- WO 9403995 A1 19940217 WO 93US7449 A 19930809 199408 B|

PN- AU 9350007 A 19940303 AU 9350007 A 19930809 199426

PN- US 5412416 A 19950502 US 92926664 A 19920807 199523

PN- JP 8502155 W 19960305 WO 93US7449 A 19930809 199644
<AN> JP 94505604 A 19930809

PN- EP 748543 A1 19961218 EP 93919938 A 19930809 199704
<AN> WO 93US7449 A 19930809

PN- US 5761601 A 19980602 WO 93US7449 A 19930809 199829

Search Report from Ginger D. Roberts

<AN> US 95379517 A 19950501
PN- SG 49126 A1 19980518 SG 966267 A 19930809 199835
PN- KR 221009 B1 19990915 WO 93US7449 A 19930809 200107
<AN> KR 95700508 A 19950207 |
AN- <LOCAL> WO 93US7449 A 19930809; AU 9350007 A 19930809; US 92926664 A 19920807; WO 93US7449 A 19930809; JP 94505604 A 19930809; EP 93919938 A 19930809; WO 93US7449 A 19930809; WO 93US7449 A 19930809; US 95379517 A 19950501; SG 966267 A 19930809; WO 93US7449 A 19930809; KR 95700508 A 19950207 |
AN- <PR> US 92926664 A 19920807; US 95379517 A 19950501 |
CT- US 5099319; US 5119188; US 5151782; US 5155591 |
FD- WO 9403995 A1 H04N-001/02
<DS> (National) : AT AU BB BG BR BY CA CH CZ DE DK ES FI GB HU JP KP KR KZ LK LU MG MN MW NL NO NZ PL PT RO RU SD SE SK UA US VN
<DS> (Regional) : AT BE CH DE DK ES FR GB GR IE IT LU MC NL OA PT SE
FD- AU 9350007 A H04N-007/173 Based on patent WO 9403995
FD- JP 8502155 W H04N-007/16 Based on patent WO 9403995
FD- EP 748543 A1 H04H-001/00 Based on patent WO 9403995
<DS> (Regional) : AT BE CH DE DK ES FR GB GR IE IT LI LU MC NL PT SE
FD- US 5761601 A H04N-007/16 Based on patent WO 9403995 |
LA- WO 9403995(E<PG> 59); US 5412416(22); JP 8502155(67); EP 748543(E<PG> 59) |
DS- <NATIONAL> AT AU BB BG BR BY CA CH CZ DE DK ES FI GB HU JP KP KR KZ LK LU MG MN MW NL NO NZ PL PT RO RU SD SE SK UA US VN |
DS- <REGIONAL> AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LU; MC; NL; OA; PT; SE; LI |
AB- <BASIC> WO 9403995 A
The network includes a distribution centre which transmits a network-wide video program and market-specific segments to a number of receiving sites. Each receiving site has an associated address. The market-specific segments include a destination address and a set of control data encoded therein.
The receiving sites include antennae (10) for receiving the network-wide video program and the market-specific segments. The sites also have devices for reading the destination address in the market-specific segments. When the destination address matches the associated address of the receiving site, the market-specific segments are inserted into the video program.
ADVANTAGE - Cost-effective and efficient.
Dwg.1/13 |
AB- <US> US 5412416 A
The video media distribution network comprises a central distribution centre having a device for transmitting a network-wide video program and market-specific segments to a number of receiving sites in stores each having an associated address, the market-specific segments including a destination address and a set of control data encoded in them.
The receiving sites comprise a device for receiving the network-wide video program and the market-specific segments, a device for reading the destination address in the market-specific segments, and a device operative when the destination address matches the associated address of the receiving site for inserting the market-specific segments into the network-wide video program according to commands contained in the control data to produce a customised program. A further device displays the customised program on television monitors in the stores.
USE/ADVANTAGE - Provides effective and cost efficient point-of-purchase promotional medium. Capable of on-line creation of audio-visual programs customised for individual retail chains, stores, or even aisles within store, as well as for particular geographic areas and times of day.
Dwg.1/8 |
DE- <TITLE TERMS> PROMOTE; VIDEO; MEDIUM; DISTRIBUTE; NETWORK; DISTRIBUTE;

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CENTRE; TRANSMIT; VIDEO; PROGRAM; MARKET; SPECIFIC; SEGMENT; RECEIVE;
SITE; SEGMENT; DESTINATION; ADDRESS; CONTROL; DATA|
DC- W02; W05|
IC- <MAIN> H04H-001/00; H04N-001/00; H04N-001/02; H04N-007/16; H04N-007/173
|
IC- <ADDITIONAL> H04B-007/15; H04N-007/20|
MC- <EPI> W02-F06A; W05-E03|
FS- EPI||

3/4/21

DIALOG(R) File 350:Derwent WPIX
(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*
AA- 1993-386888/199348|
XR- <XRPX> N93-298756|
TI- Electronic redeemable coupon generation system using closed-caption or modified TV set - has decoder to extract selected message data from received encoded television signal, contg. video, audio and message components, for display, storage and printing of coupon|
PA- HOLMAN M J (HOLM-I)|
AU- <INVENTORS> HOLMAN M J|
NC- 019|
NP- 003|
PN- WO 9323955 A1 19931125 WO 93US4428 A 19930511 199348 B|
PN- US 5285278 A 19940208 US 92887450 A 19920521 199407|
PN- US 5287181 A 19940215 US 92932799 A 19920820 199407|
AN- <LOCAL> WO 93US4428 A 19930511; US 92887450 A 19920521; US 92932799 A 19920820|
AN- <PR> US 92932799 A 19920820; US 92882214 A 19920512; US 92887450 A 19920521|
CT- US 3848082; US 5014125; US 5070404; US 5128752|
FD- WO 9323955 A1 H04N-007/08
<DS> (National): CA JP
<DS> (Regional): AT BE CH DE DK ES FR GB GR IE IT LU MC NL PT SE
FD- US 5285278 A H04N-007/08
FD- US 5287181 A H04N-007/08|
LA- WO 9323955(E<PG> 69); US 5285278(18); US 5287181(26)|
DS- <NATIONAL> CA JP|
DS- <REGIONAL> AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE|
AB- <BASIC> WO 9323955 A
The appts. has a decoder for receiving and decoding messages encoded in a transmitted television picture signal. A logo generator produces a signal to create a visible logo on a video screen in synchronism with the video component of the television signal. The logo signal and the video signals are mixed in a video mixer to provide a superimposed picture.
A sensor coupled to the decoder initiates the mixing of the logo signal only when a received message is present. In addition a selector allows only selected received messages to be mixed with the video. At least part of a selected, displayed message may be stored for subsequent readout in the form of a coupon.
USE/ADVANTAGE - Alternative way of generating coupons for redemption, esp. in retail purchases. May facilitate entry of paper coupon information into system.
Dwg.3/12|
AB- <US> US 5287181 A
The electronic redeemable coupon generating system encodes coupon-related data in a TV signal transmission. The transmission includes picture information for display on a TV monitor screen. A decoder receives the TV signal transmission and extracts the

coupon-related data therefrom. The extracted coupon-related data is recorded on a recording medium for subsequent readout and redemption.

The decoder includes a display driver for displaying indicia on a TV monitor screen responsive to coupon-related data being encoded in the TV signal transmission. Upon observing the indicia on the TV monitor screen, the user can manually and selectively extract the coupon-related data from the TV signal transmission. After an optional editing function, the extracted coupon-related data is stored on a recording medium such as a magnetically striped card. The decoder may be part of the standard circuitry of a closed-caption adapted or modified TV set. Provisions are made for electronically entering paper coupon information into the system.

USE - For generating redeemable coupons.

Dwg.2/12

US 5285278 A

The system has an encoder for encoding coupon-related data in a television signal transmission, the transmission including picture information for display on a television monitor screen. A decoder receives the television signal transmission and extracts the coupon-related data from it. A recording device records the extracted coupon-related data on a recording medium for subsequent readout and redemption.

Pref., the decoder includes a display driver for displaying indicia on a television monitor screen responsive to coupon-related data being encoded in the television signal transmission. Upon observing the indicia on the television monitor screen, the user can manually and selectively extract the coupon-related data from the television signal transmission. After an optional editing function, the extracted coupon-related data is stored on a recording medium eg a magnetically striped card.

ADVANTAGE - Decreases amount of time and effort that consumer expends in locating, chipping and assembling coupons.

Dwg.3/9 |

DE- <TITLE TERMS> ELECTRONIC; COUPON; GENERATE; SYSTEM; CLOSE; CAPTION; MODIFIED; TELEVISION; SET; DECODE; EXTRACT; SELECT; MESSAGE; DATA; RECEIVE; ENCODE; TELEVISION; SIGNAL; CONTAIN; VIDEO; AUDIO; MESSAGE; COMPONENT; DISPLAY; STORAGE; PRINT; COUPON |

DC- T05; W03 |

IC- <MAIN> H04N-007/08 |

MC- <EPI> T05-C01; W03-A10X; W03-A20 |

FS- EPI ||

3/4/22

DIALOG(R) File 350:Derwent WPIX

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IM- *Image available*

AA- 1993-235345/ 199329 |

DX- <RELATED> 1988-155056; 1990-007167; 1990-184880; 1991-237622; 1991-324731; 1992-249609; 1994-048316; 1994-294652; 1998-051302; 1998-331893 |

XR- <XRPX> N93-180639 |

TI- Measurement of effectiveness of stimuli on decisions of shoppers - using remote receiving station via which targetted shopper enters data or product selection on keyboard, and comparing response with memory stored responses, scoring response and providing print-out |

PA- VON KOHORN H (VKOH-I) |

AU- <INVENTORS> VON KOHORN H |

NC- 001 |

NP- 001 |

PN- US 5227874 A 19930713 US 86837827 A 19860310 199329 B
<AN> US 88192248 A 19880510

Search Report from Ginger D. Roberts

<AN> US 88192355 A 19880510
<AN> US 89424089 A 19891019
<AN> US 90603882 A 19901025
<AN> US 90604787 A 19901025
<AN> US 91763672 A 19910919
<AN> US 91776180 A 19911015|
AN- <LOCAL> US 86837827 A 19860310; US 88192248 A 19880510; US 88192355 A 19880510; US 89424089 A 19891019; US 90603882 A 19901025; US 90604787 A 19901025; US 91763672 A 19910919; US 91776180 A 19911015|
AN- <PR> US 91776180 A 19911015; US 86837827 A 19860310; US 88192248 A 19880510; US 88192355 A 19880510; US 89424089 A 19891019; US 90603882 A 19901025; US 90604787 A 19901025; US 91763672 A 19910919|
FD- US 5227874 A H04N-007/00 CIP of application US 86837827
CIP of application US 88192248
CIP of application US 88192355
CIP of application US 89424089
CIP of application US 90603882
CIP of application US 90604787
CIP of application US 91763672
CIP of patent US 4296255
CIP of patent US 4745468
CIP of patent US 4876592
CIP of patent US 5034807
CIP of patent US 5057915
CIP of patent US 5128752|

LA- US 5227874 (83)|

AB- <BASIC> US 5227874 A

The method for measuring the effect of stimuli on the purchasing decisions of product shoppers, involves exposing individually identifiable shoppers to an identifiable stimulus intended to prompt a shopper's decision to purchase a given product. Each shopper uses a dispenser which is programmable by electronic signals from a central location, and associated with the individual.

Following exposure of a shopper to the stimulus, the dispenser outputs at a shopper's location a permanent record carrying an incentive to purchase the given product as conveyed by the programming signals, the incentive being available upon purchase. The shopper activates the dispenser uses an identification of the stimulus for printing on the record, which is traceable to the dispenser. A shopper's records are tabulated to analyse the individual's purchasing behaviour w.r.t. identified stimuli.

USE/ADVANTAGE - Partic. for determining success of direct mail advertising, which targets individual householders. Incentives comprise vouchers, coupons, etc.

Dwg.33/34|

DE- <TITLE TERMS> MEASURE; EFFECT; STIMULUS; DECIDE; SHOPPING; REMOTE; RECEIVE; STATION; TARGET; ENTER; DATA; PRODUCT; SELECT; COMPARE; RESPOND; MEMORY; STORAGE; RESPOND; SCORE; RESPOND; PRINT|

DE- <ADDITIONAL WORDS> MARKET; RESEARCH; ADVERTISING; BROADCAST; COMMERCIAL|

DC- W02|

IC- <MAIN> H04N-007/00|

MC- <EPI> W02-F04B|

FS- EPI||

3/4/23

DIALOG(R)File 350:Derwent WPIX

(c) 2001 Derwent Info Ltd. All rts. reserv.

IM- *Image available*

AA- 1992-249609/ 199230 |

DX- <RELATED> 1985-188234; 1989-205420; 1990-106780; 1990-132053;

Search Report from Ginger D. Roberts

1990-132191; 1990-274370; 1990-290245; 1991-057144; 1991-131783;
1991-148452; 1991-259582; 1991-310489; 1992-040393; 1992-095877;
1992-182438; 1992-182449; 1992-258386; 1992-339862; 1992-356752;
1992-397541; 1993-035541; 1993-057768; 1993-066697; 1993-116463;
1993-133173; 1993-145246; 1993-151159; 1993-213272; 1993-241944;
1993-250907; 1993-257352; 1993-287147; 1993-287316; 1993-344790;
1993-350437; 1993-367328; 1994-015489; 1994-057093; 1994-057094;
1994-057807; 1994-076016; 1994-084846; 1994-084873; 1994-143683;
1994-143684; 1994-158731; 1994-158732; 1994-166441; 1994-224631;
1994-241006; 1994-241409; 1994-254708; 1994-254709; 1994-271224;
1994-285128; 1994-292950; 1994-310089; 1994-365503; 1995-038410;
1995-038411; 1995-050611; 1995-050612; 1995-053571; 1995-065952;
1995-092168; 1995-122500; 1995-146266; 1995-160729; 1995-169101;
1995-169102; 1995-177756; 1995-184575; 1995-192954; 1995-214622;
1995-239595; 1995-329763; 1995-338189; 1995-372769; 1995-374998;
1995-402952; 1995-402953; 1995-402954; 1996-009616; 1996-021842;
1996-029266; 1996-029286; 1996-039034; 1996-067768; 1996-067770;
1996-115286; 1996-138556; 1996-138557; 1996-138573; 1996-178867;
1996-220741; 1996-250483; 1996-250491; 1996-250494; 1996-258568;
1996-267282; 1996-276351; 1996-276778; 1996-285845; 1996-299383;
1996-299544; 1996-299545; 1996-332717; 1996-332732; 1996-332733;
1996-340952; 1996-340953; 1996-370094; 1996-411511; 1996-454296;
1996-463610; 1996-475809; 1996-517373; 1996-517409; 1996-517837;
1997-010805; 1997-011113; 1997-011230; 1997-019916; 1997-020263;
1997-041826; 1997-050695; 1997-050802; 1997-076387; 1997-076504;
1997-086148; 1997-107557; 1997-107950; 1997-117857; 1997-144571;
1997-153233; 1997-164085; 1997-178030; 1997-211729; 1997-211730;
1997-211833; 1997-244042; 1997-257752; 1997-257754; 1997-258185;
1997-270799; 1997-270800; 1997-271200; 1997-279855; 1997-296896;
1997-296926; 1997-296927; 1997-309402; 1997-309512; 1997-318658;
1997-318660; 1997-318665; 1997-318779; 1997-334664; 1997-392574;
1997-401431; 1997-401812; 1997-447466; 1997-456318; 1997-456459;
1997-469578; 1997-488494; 1997-501851; 1997-534637; 1998-007491;
1998-007506; 1998-007526; 1998-007527; 1998-007646; 1998-017098;
1998-017110; 1998-017114; 1998-031392; 1998-051038; 1998-061990;
1998-075966; 1998-075967; 1998-085620; 1998-129371; 1998-129372;
1998-144354; 1998-144355; 1998-144717; 1998-168008; 1998-177994;
1998-192610; 1998-206072; 1998-229439; 1998-250096; 1998-260106;
1998-260108; 1998-270666; 1998-331728|

XR- <XRPX> N92-190696|

TI- System for generating and redeeming tokens - with TV viewer entering selected product information to generate shop redeemable coupons at home|

PA- VON KOHORN H (VKOH-I) |

AU- <INVENTORS> VON KOHORN H |

NC- 001 |

NP- 001 |

PN- US 5128752 A 19920707 US 86837827 A 19860310 199230 B

<AN> US 88192248 A 19880510

<AN> US 88192355 A 19880510

<AN> US 89424089 A 19891019

<AN> US 90604787 A 19901025 |

AN- <LOCAL> US 86837827 A 19860310; US 88192248 A 19880510; US 88192355 A 19880510; US 89424089 A 19891019; US 90604787 A 19901025 |

AN- <PR> US 90604787 A 19901025; US 86837827 A 19860310; US 88192248 A 19880510; US 88192355 A 19880510; US 89424089 A 19891019 |

FD- US 5128752 A H04N-007/00 CIP of application US 86837827

CIP of application US 88192248

CIP of application US 88192355

CIP of application US 89424089

CIP of patent US 4745468

CIP of patent US 4876592

CIP of patent US 4926255 |

LA- US 5128752(12) |

AB- <BASIC> US 5128752 A

Tokens and coupons are generated in a television viewer's home by the viewer entering selected product information and authentication data transmitted to and displayed on the television into a home generating unit. The tokens and coupons can be presented to stores or redemption facilities for prizes and discounts on selected products.

The matrix used to record the product information and verification data may also be provided with a code for use in giving additional prizes to purchasers whose code matches a predetermined code. The generating unit may also comprise a memory for storing information regarding the coupons generated by the unit for later review by marketing and manufacturing companies.

USE - Additional inducement for product purchase by TV advertisers.

Dwg.6/6 |

DE- <TITLE TERMS> SYSTEM; GENERATE; TOKEN; TELEVISION; VIEW; ENTER; SELECT; PRODUCT; INFORMATION; GENERATE; SHOP; COUPON; HOME |

DC- T05; W02 |

IC- <MAIN> H04N-007/00 |

MC- <EPI> T05-C01; W02-D; W02-F05C; W02-F09 |

FS- EPI ||

3/4/24

DIALOG(R) File 350:Derwent WPIX

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IM- *Image available*

AA- 1991-126241/199118 |

XR- <XRPX> N91-097154 |

TI- Providing demographically targetted television commercials - identifying demographic characteristics of viewer then selecting commercial messages from e.g. second channel w.r.t. vehicles interests |

PA- GEN INSTR CORP (GENN); GEN INSTR CORP DELAWARE (GENN); GI CORP (GENN); GENERAL INSTRUMENT CORP (GENN) |

AU- <INVENTORS> WACHOB D E |

NC- 011 |

NP- 007 |

PN- EP 424648 A 19910502 EP 90117047 A 19900905 199118 B |

PN- CA 2024868 A 19910424 199127

PN- US 5155591 A 19921013 US 89425117 A 19891023 199244

PN- EP 424648 A3 19920205 EP 90117047 A 19900905 199323

PN- EP 424648 B1 19960605 EP 90117047 A 19900905 199627

PN- DE 69027276 E 19960711 DE 627276 A 19900905 199633

<AN> EP 90117047 A 19900905

PN- CA 2024868 C 20010102 CA 2024868 A 19900907 200104 |

AN- <LOCAL> EP 90117047 A 19900905; US 89425117 A 19891023; EP 90117047 A 19900905; EP 90117047 A 19900905; DE 627276 A 19900905; EP 90117047 A 19900905; CA 2024868 A 19900907 |

AN- <PR> US 89425117 A 19891023 |

CT- NosR.Pub; US 4630108; US 4725886; WO 8707807; WO 8801465 |

FD- EP 424648 A

<DS> (Regional): BE CH DE FR GB LI NL SE

FD- EP 424648 B1 H04N-007/16

<DS> (Regional): BE CH DE DK FR GB LI NL SE

FD- DE 69027276 E H04N-007/16 Based on patent EP 424648 |

LA- US 5155591(15); EP 424648(E<PG> 25); CA 2024868(E) |

DS- <REGIONAL> BE; CH; DE; FR; GB; LI; NL; SE; DK |

AB- <BASIC> EP 424648 A

A cable television system or the like for broadcasting different commercial messages to different demographically targeted audiences. A

headend transmits television signals. A system identifies demographic characteristics of a television viewer. A selector, responsive to the identifier, provides a particular commercial message transmitted from the headend based on the demographic characteristics.

In one embodiment, the headend transmits a first television channel comprising television programs with periodic commercial messages, and a second television channel comprising alternate commercial messages. The selector provides a commercial message from the first or second channel depending on the demographic characteristics of a viewer. Such characteristics might include, for example, whether the viewer is male or female, and whether the viewer is an adult or a child.

ADVANTAGE - More efficient utilization of advertising budget.

(18pp Dwg.No.3) |

AB- <EP> EP 424648 B

A cable or satellite television system for broadcasting different commercial messages to different audiences, comprising: a headend for transmitting television signals including a first television channel comprising television programs with periodic commercial message breaks and at least a second additional television channel comprising commercial messages; means for receiving (10) said television signals; tuning means (18) coupled to said receiving means for providing a selected channel for viewing; means (30,36) for identifying authorization of said receiving means; means (22,30) for determining when a commercial message break is about to occur on said first television channel; and selection means (30,32), responsive to said determining means (22,30) and said authorisation identifying means (30,36), for actuating the tuning means (18) to provide a particular commercial message channel for viewing during a commercial message break characterised in that, said means (30,36) for identifying authorization of said receiving means (10) comprise means (36;40,124,126,128,130;42) for identifying demographic characteristics of a television viewer on a case by case basis, and that said means (30,36) for identifying authorization of said receiving means (10) are responsive to said means (36;40,124,126,128,130;42) for identifying said demographic characteristics of said television viewer to providing a particular commercial message transmitted from said headend based on said demographic characteristics.

(Dwg.1/7) |

AB- <US> US 5155591 A

A first television channel contains television programs and periodic commercial messages. A second television channel contains alternate commercial messages. Demographic characteristics of a viewer are identified, and commercial messages are selectively provided from the first or second channel, depending upon the viewer's demographic characteristics.

Demographic data can be input by a viewer via a remote control, downloaded to a subscriber's converter from a remote headend, or programmed into the converter at installation. Prioritization of the demographic characteristics of number of television viewers watching a program together enables commercials to be targeted to the viewer having highest priority. Statistical data can be maintained concerning the number and identity of subscribers viewing specific commercials.

USE - Different commercial messages broadcast to different demographically targeted audiences in a cable television system.

(Dwg.1/7) |

DE- <TITLE TERMS> TARGET; TELEVISION; IDENTIFY; CHARACTERISTIC; VIEW; SELECT; COMMERCIAL; MESSAGE; SECOND; CHANNEL; VEHICLE |

DC- W02 |

IC- <MAIN> H04N-007/08; H04N-007/16 |

IC- <ADDITIONAL> H04H-001/02 |

MC- <EPI> W02-F03A; W02-F05A |

FS- EPI ||

Self Report from Ginger D. Roberts

?

Search Report from Ginger D. Robert

?show files;ds
File 624:McGraw-Hill Publications 1985-2002/Jan 03
 (c) 2002 McGraw-Hill Co. Inc
File 621:Gale Group New Prod.Annou.(R) 1985-2002/Jan 03
 (c) 2002 The Gale Group
File 636:Gale Group Newsletter DB(TM) 1987-2002/Jan 03
 (c) 2002 The Gale Group
File 211:Gale Group Newsearch(TM) 2002/Jan 02
 (c) 2002 The Gale Group
File 484:Periodical Abs Plustext 1986-2001/Dec W5
 (c) 2002 ProQuest
File 813:PR Newswire 1987-1999/Apr 30
 (c) 1999 PR Newswire Association Inc
File 613:PR Newswire 1999-2002/Jan 04
 (c) 2002 PR Newswire Association Inc
File 16:Gale Group PROMT(R) 1990-2002/Jan 03
 (c) 2002 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
File 141:Readers Guide 1983-2001/Nov
 (c) 2001 The HW Wilson Co
File 370:Science 1996-1999/Jul W3
 (c) 1999 AAAS
File 696:DIALOG Telecom. Newsletters 1995-2002/Jan 03
 (c) 2002 The Dialog Corp.
File 148:Gale Group Trade & Industry DB 1976-2002/Jan 02
 (c) 2002 The Gale Group
File 553:Wilson Bus. Abs. FullText 1982-2001/Nov
 (c) 2001 The HW Wilson Co

Set	Items	Description
S1	7947493	PROFIL? OR DEMOGRAPHIC? OR (PERSONAL? OR SPECIFIC? OR SPECIAL? OR KIND OR TYPE)(3N) (INFORMATION OR DATA) OR SUBJECT OR - TOPIC OR GEODEMOGRAPHIC? OR STATISTIC? ? OR CENSUS OR CLASS OR RANK OR POPULATION OR REGION OR SOCIOECONOMIC OR SOCIAL
S2	905722	CHARACTERISTIC? ? OR TRAIT? ? OR LIKES OR DISLIKES OR TASTES OR HABITS
S3	8917162	INTERACTION? ? OR TRANSACTION? ? OR PURCHASE? ? OR BUYS OR BUYING OR ORDERS OR ORDERING OR SHOPPING OR VIEWS OR VIEWING - OR SHOPS OR VISIT OR VISITS OR VISITING OR ACCESSES OR DISPLAYS OR ACCESSING OR DISPLAYING
S4	11724637	CUSTOMER? ? OR SHOPPER? ? OR SURFER? ? OR BUYER? ? OR CONSUMER? ? OR CLIENT? ? OR INDIVIDUAL? ? OR PERSON? ? OR BROWSER? ? OR VISITOR? ? OR PURCHASER? ? OR USER? ?
S5	6073457	MERCHANT? ? OR RETAILER? ? OR WHOLESALER? ? OR DISCOUNTER? ? OR DISTRIBUTOR? ? OR MANUFACTURER? ? OR MERCHANDISER? ? OR - OWNER? ? OR RETAILER OR SELLER OR SHOPOWNER OR STOREOWNER OR - VENDOR OR E()MERCHANDISER OR ESHOPPER OR ESHOPER
S6	24887857	E()TAILER OR ETAILER OR E()MARKETER OR EMARKETER OR EMERCHANT? ? OR VENDOR? ? OR ADVERTISER? ? OR BUSINESS
S7	4308057	DATABASE? OR DATA()BASE? OR ARCHIVE? OR ARCHIVAL? OR SERVER? OR FILE OR TABLE OR MATRIX OR CHART OR SQL OR RDBMS OR RELATIONAL OR DATA(2N) (MINING OR MINE? ?) OR DATAMINING
S8	5608289	REPORT OR REPORTS OR REPORTING OR TRANSCRIPT? ? OR SAS OR - EIS
S9	26090	(S1 OR S2) (6N) S3 (6N) S4 (6N) (S5 OR S6)
S10	3203	S9(S)S7
S11	437	S8(S)S10
S12	131	S11 NOT PY>1997
S13	94	RD (unique items)

?t13/3,k/all

13/3,K/1 (Item 1 from file: 624)

Search Report from Ginger D. Robert

DIALOG(R)File 624:McGraw-Hill Publications
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00769802

NEW UTILITY DATABASE TOUTED AS USEFUL FOR ESCOs IN DEREGULATED ENVIRONMENT
Energy Services & Telecom Report (formerly DSR) June 6, 1996; Pg 3; Vol.

17, No. 22

Journal Code: DSR ISSN: 1286-4008/96

Section Heading: Technology

Word Count: 353 *Full text available in Formats 5, 7 and 9*

TEXT:

... a ZIP Code-based territory file that closely matches the actual service territories.

The boundaries database , used in conjunction with Infomark--ENDS' desktop decision support system'--allows users to create reports and maps displaying key demographic characteristics such as age, income and home ownership, as well as business information, such as industry composition and business locations within the utility-system boundaries.

This data could be employed in a wide variety...

13/3,K/2 (Item 1 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2002 The Gale Group. All rts. reserv.

01575892 Supplier Number: 48016330 (USE FORMAT 7 FOR FULLTEXT)

Hitachi Data Systems Standardizes on Aurum Customer Enterprise and Aurum Interactive Selling Solution for Global Sales Automation Initiative

PR Newswire, p0930LATU063

Sept 30, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1089

... distribution of marketing encyclopedia information, on-site product configuration, and automated proposal generation. The Aurum Customer Enterprise will be used by HDS to automate customer interaction activities including: customer profiling , lead qualification, quoting and forecasting, on-line management analysis and reporting on sales intelligence, management of telemarketing and telesales business processes, and on-line management of customers. HDS will also take advantage of dbSync(R...).

...time, high performance data synchronization, to enable its field sales forces to access current accurate database information scaled across a global network.

About Aurum Software

Aurum Software, a Baan Company, is...

13/3,K/3 (Item 2 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01537999 Supplier Number: 47405735 (USE FORMAT 7 FOR FULLTEXT)

TAXWARE Announces Availability of INTERNET Tax System for Oracle Internet Commerce Server

PR Newswire, p0522NETH017

May 22, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 845

... the transaction."

TAXWARE's INTERNET Tax System

TAXWARE's INTERNET Tax System offers web mall owners and merchants a system for the automatic calculation of sales tax. Functionality encompasses merchant profile creation, customer address verification, exemption processing, product taxation, jurisdiction logic, tax calculation, transaction tracking, nexus administration (physical presence), international taxation and reporting . Offering the industry's only fully populated Product Taxability Matrix with over 500 product and service classifications, TAXWARE's INTERNET Tax System also provides the...

...System and its VERAZIP(TM) address verification program to feature seamless gateways to its commerce server partners. For those Internet providers who sell to the global marketplace, TAXWARE offers the WORLDTAX

...

...of its Internet product line. WORLDTAX is an optional system, designed for the calculation and reporting of international tax, including Value Added Tax (VAT), consumption tax and sales tax -- and it...

13/3,K/4 (Item 3 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou. (R)
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01520459 Supplier Number: 47304860 (USE FORMAT 7 FOR FULLTEXT)

INTERSHOP Mall to Bring Back ISP's Glory Days.

Business Wire, p04170262

April 17, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 682

... award-winning software package INTERSHOP Online. INTERSHOP Online provides a solution for stand-alone commerce servers without mall functionality. INTERSHOP Online was recently rated "best" in a comprehensive report on electronic storefront packages from NSTL (the National Software Testing Lab, Software Digest) and awarded "Best Byte" in the latest issue of BYTE Magazine. Without having to own a web server , merchants in an INTERSHOP Mall-driven environment have the most powerful eCommerce functionality available. INTERSHOP Mall offers a catalog builder, search engines, a shopping cart, and service functions like order tracking, one-to-one marketing features -- up-selling and customer profiling , secure payment options and more -- all in a single package. The merchants administrative account allows order processing, product- and price maintenance inventory updating, powerful statistical functions, and

...

13/3,K/5 (Item 4 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou. (R)
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01520458 Supplier Number: 47304859 (USE FORMAT 7 FOR FULLTEXT)

INTERSHOP Mall corrects and replaces BW0127, INTERSHOP Mall to Bring Back ISP's Glory Days, from earlier today.

Business Wire, p04170240

April 17, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 704

... award-winning software package INTERSHOP Online. INTERSHOP Online provides a solution for stand-alone commerce servers without mall functionality. INTERSHOP Online was recently rated "best" in a comprehensive report on electronic storefront packages from NSTL (the National Software Testing Lab, Software Digest) and awarded "Best Byte" in the latest issue of BYTE Magazine. Without having to own a web server, merchants in an INTERSHOP Mall-driven environment have the most powerful eCommerce functionality available. INTERSHOP Mall offers a catalog builder, search engines, a shopping cart, and service functions like order tracking, one-to-one marketing features -- up-selling and customer profiling, secure payment options and more -- all in a single package. The merchants administrative account allows order processing, product- and price maintenance inventory updating, powerful statistical functions, and

...
13/3,K/6 (Item 5 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2002 The Gale Group. All rts. reserv.

01520074 Supplier Number: 47304232 (USE FORMAT 7 FOR FULLTEXT)
NoetixGenerator Complements Oracle's Discoverer 3.0 & Discoverer/2000
Access to Oracle Applications Data
PR Newswire, p0416SFW045
April 16, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 701

... topic. With these views, users can query the data using common business terms and client/ server query and reporting tools.
NoetixViews also includes an intelligent installation program that customizes the views for an Oracle...

13/3,K/7 (Item 6 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01487684 Supplier Number: 47116921 (USE FORMAT 7 FOR FULLTEXT)
Electronic Commerce No Longer Taxing for Merchants, Thanks to iCat -
TAXWARE Partnership
PR Newswire, p0210NEM052
Feb 10, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1174

... Carbo technology

TAXWARE's INTERNET Tax System Overview
The INTERNET Tax System offers Web mall owners and merchants a system for the automatic calculation of sales tax. Functionality encompasses merchant profile creation, customer address verification, exemption processing, product taxation, jurisdiction logic, tax calculation, transaction tracking, nexus administration, international taxation and reporting. Offering the industry's only fully populated Product Taxability Matrix with over 500 product and service classifications, TAXWARE's INTERNET Tax System also provides the...
...line. WORLDTAX is the only cross-border, triangulating system on the market which calculates and reports VAT in the European Union. Tax structures for additional countries will be released as product...

13/3,K/8 (Item 7 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01475032 Supplier Number: 47037983 (USE FORMAT 7 FOR FULLTEXT)
TAXWARE Announces 'On-Line Tax Calculator' on World Wide Web Site at
<http://www.taxware.com>
PR Newswire, p0114NETU001
Jan 14, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1103

... used INTERNET Tax System which has been interfaced with or embedded in leading commerce transaction servers . The complete INTERNET Tax System offers Web mall owners and merchants a system with speed and reliability for the automatic calculation of sales tax and value added tax for on-line transactions . The INTERNET Tax System's functionality encompasses merchant profile creation, customer address verification, exemption processing, product taxation, jurisdiction logic, tax calculation, transaction tracking, nexus determination (physical presence), international taxation and reporting . The system utilizes TAXWARE's comprehensive Sales/Use Tax System and VERAZIP (address verification system) which feature seamless gateways to commerce server partners. For those Internet providers who sell to the global marketplace, the company offers WORLDTAX, an optional system designed for the calculation and reporting of international tax, as part of the company's Internet product line. Though WORLDTAX was...

13/3,K/9 (Item 8 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2002 The Gale Group. All rts. reserv.

01470733 Supplier Number: 47013890 (USE FORMAT 7 FOR FULLTEXT)
VNU Marketing Information Services purchases Urban Decision Systems and National Research Bureau.
Business Wire, p01061337
Jan 6, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 618

... not released.
The acquisition of UDS will allow Claritas to expand the on-call data reporting services offered through Claritas Data Services. Trade Dimensions' addition of NRB will strengthen its role as a major provider of information on retailers , individual retail sites, shopping centers, and malls.

UDS is one of the oldest geodemographic marketing firms in the United States. Since 1972, it has provided low-cost standard and custom demographic and business data reports for the retail and real estate industries. UDS also recently launched ZIPBase, a national ZIP Code boundary file product for the price-conscious mapping user.
"UDS is the leader in site analysis reporting..."

13/3,K/10 (Item 9 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01354423 Supplier Number: 46201614 (USE FORMAT 7 FOR FULLTEXT)

Search Report from Ginger D. Robert

TAXWARE PARTNERS WITH OPEN MARKET TO PROVIDE SECURE TAX SYSTEMS FOR

ELECTRONIC COMMERCE

PR Newswire, p0304NEM035

March 4, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 627

... of the TAXWARE family is its flagship Sales/Use Tax System, which calculates and records business sales and use tax transactions . By entering a few simple parameters -- like address information , product type , and transaction amount -- a user activates TAXWARE's decision tree summation process which accesses a network of proprietary databases . The accurate sales or use tax is determined or, in instances where no tax is required, an exemption record is produced for reporting and audit purposes. In a new move into global business, TAXWARE has announced that its...

13/3,K/11 (Item 10 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01343840 Supplier Number: 46128407 (USE FORMAT 7 FOR FULLTEXT)

FIND/SVP market and industry reports now available on Lexis-Nexis online service.

Business Wire, p02061383

Feb 6, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 467

... group. Included on the service are the three FIND/SVP brands: FIND/SVP Market Intelligence Reports , Packaged Facts Market Reports and Specialists in Business Information Market Profiles (available in March).

Currently, more than 200 reports are available full text and can be purchased by subsection. Report topics include: healthcare, food/beverage, demographics , consumer durables, media, publishing and health/beauty. In addition, FIND/SVPUs Information Catalog, a compendium of abstracts and table of contents from nearly 2,000 reports developed by 200 publishers is available.

LEXIS-NEXIS users will also have the unique ability...

13/3,K/12 (Item 11 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01296384 Supplier Number: 45606436 (USE FORMAT 7 FOR FULLTEXT)

SAS Institute Announces OLAP++ Solution

News Release, pN/A

June 14, 1995

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 783

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

SAS Institute Announces OLAP++ Solution CARY, NC (June 14, 1995)

Providing a powerful solution for multidimensional analysis and reporting

, SAS Institute today announces the availability of its OLAP++ solution.

The OLAP++ solution is a software...

...Windows NT, OS/2 and UNIX clients and supporting Windows NT, OS/2, and UNIX servers as well as MVS, CMS and OpenVMS, the OLAP++ solution enables users to draw the data from any source and to summarize it on any platform in a distributed environment. SAS Institute's OLAP++ solution supports an object-based approach to multidimensional analysis that leverages an organization's existing investment in relational technology -- eliminating the need for expensive and proprietary multidimensional data base management systems. By eliminating the need for these specialized data structures, the OLAP++ solution can...

...OLAP, that enable development and easy implementation of strategic decision support systems," said Barrett Joyner, SAS Institute's vice president of North American sales and marketing. "OLAP++ is an extension of ...

...ensure availability of data from various RDBMSs, including Oracle, Sybase, Informix and legacy and PC file formats. Available on more than 40 platforms and with interoperability capabilities via ODBC, OLE 2...

...libraries can obtain and analyze data from various sources without a need for a separate data base for OLAP. As a result, the models are dynamic and automatically pass the most recent data to the business user for analysis enabling mission-critical decisions to be made on time-sensitive data. "The OLAP++ class library extends our customers reach across their enterprise to include all relevant data, integrated at a single point of viewing," said John McIntyre, SAS Institute's program manager for business intelligence. "Our Professional Services staff can quickly customize any OLAP processing with these tools, enabling the benefits of multidimensional analysis without the necessary cost of a separate data base. This offering simply makes it easier to make use of SAS business intelligence facilities in a distributed, enterprise-wide environment." The OLAP++ solution itself was developed using the advanced object-oriented techniques of SAS/EISr software -- a component of the SAS System for building and maintaining Executive Information Systems -- and SAS/AFr software -- a SAS System component for applications development. As a result, the OLAP++ solution permits code-free application building. Both the multidimensional data engines and the EIS objects are defined in a menu-driven, point-and-click environment. The OLAP++ solution is available through the Institute's Professional Services Division, comprised of teams charged with helping SAS customers maximize the return on their investment in technology. Pricing for the OLAP++ solution starts at \$30,000. The SAS System, the world's leading information delivery software for business decision making, provides organizations with...

...access, manage, analyze and present their data within an applications development environment. Capabilities within the SAS System include EIS, data warehousing, client/server computing, database access, applications development, graphics, data storage and analysis, report writing, quality improvement, project management, computer performance evaluation, decision support and more. Headquartered in Cary, privately held SAS Institute is one of the world's 10 largest independent software companies. Since its incorporation in 1976, SAS Institute has consistently led the major software vendors in percentage of revenue devoted to research...

13/3,K/13 (Item 12 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01271321 Supplier Number: 45019097 (USE FORMAT 7 FOR FULLTEXT)

LOGICON ANNOUNCES LMDS INTERFACE TO LOTUS NOTES

PR Newswire, pN/A

Sept 26, 1994

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 203

... interface to the Lotus Notes

groupware product from Lotus Development Corp., Electronic documents -- newswire stories, business reports, financial information or electronic mail -- may be disseminated in real time to Notes databases and to user views based on LMDS interest profiles.

Users

can create and manage their dissemination profiles using the Notes Forms capability.

LMDS is a commercial off-the-shelf product providing high...

13/3,K/14 (Item 13 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2002 The Gale Group. All rts. reserv.

01230799 Supplier Number: 44096516 (USE FORMAT 7 FOR FULLTEXT)

COMSHARE ANNOUNCES COMMANDER EIS LAN: A FULL-FEATURED CLIENT-SERVER VERSION OF ITS MARKET LEADING EIS

PR Newswire, pN/A

Sept 13, 1993

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1649

... of formulas.

Relational data usually needs to be transformed to a multidimensional form in a business intelligence application such as EIS. The ability to put data into multidimensional form is important because it allows users to look at different views

-- to look at performance

by product, by region, by business unit, and so on. "User server

databases will support a mix of relational and multidimensional structures, with multidimensional becoming dominate...

13/3,K/15 (Item 14 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

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01075666 Supplier Number: 40401250 (USE FORMAT 7 FOR FULLTEXT)

New IMSight (TM) access system helps IMS America clients query massive database on microcomputer store channel sales activity.

News Release, p1

June, 1988

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 584

... channel sales activity.

IMS America, Ltd., Computer Markets Division (Plymouth Meeting, PA) now offers its clients dial-up access to its extensive mainframe database of computer store purchase statistics

. Its new, easy-to-use

on-line system helps such IMS clients as computer industry

Search Report from Ginger D. Robert

manufacturers , resellers and analysts extract custom reports in minutes that would take weeks to research manually. The new IMSight (TM) service (available...

13/3,K/16 (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

03583492 Supplier Number: 47417767 (USE FORMAT 7 FOR FULLTEXT)
TANDEM OFFERS BUNDLED VERTICAL MARKETDECISION SUPPORT NON STOP PACKAGES
Computergram International, n3169, pN/A
May 28, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 159

(USE FORMAT 7 FOR FULLTEXT)

TEXT:
...models to provide strategies on improving profitability, customer acquisition and retention. Each bundle includes a **server** , **database** technology, **database** engine, logical data models, **report** templates and development tools. The card marketing offering is aimed at card acquirers and issuers and is designed to give real time access to data, enabling **business** managers to understand and react more quickly to changes in **customer** attrition. The micromerchandising retail package helps **users** analyse merchandising data and better understand **buying** patterns, while the claims analysis package aims to help companies **profile** fraudulent claims by understanding previous patterns. The various packages include Tandem's NonStop Himalaya **servers** and Windows NT **Server** -based systems as well as Microsoft Corp, Oracle Corp and Informix Inc **database** engines. Prices will be determined according to specific business requirements.

13/3,K/17 (Item 2 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
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03256350 Supplier Number: 46681192 (USE FORMAT 7 FOR FULLTEXT)
For Most Federal Agencies, Electronic Commerce Means Using A Visa Card
Manufacturing News, v3, n16, pN/A
Sept 3, 1996
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 986

(USE FORMAT 7 FOR FULLTEXT)

TEXT:
...paperwork costs of purchasing items were often times more than the products being procured. Professional **buyers** would issue a request for proposals, rank each of them, pick a winner and issue a **purchase** order to the **vendor** . The winning **vendor** would then ship an invoice back. The government buyer would receive the product and send a receiving **report** to the finance office. An accounting clerk would get all the paperwork and make sure...

...I recommend you look at this Internet home page," says Howard. "You can search the file by type (class) of item or by key word or by location of action within...

13/3,K/18 (Item 3 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)

Search Report from Ginger D. Robert

(c) 2002 The Gale Group. All rts. reserv.

02890498 Supplier Number: 45872404 (USE FORMAT 7 FOR FULLTEXT)
Even With Shopping List In Hand, Consumers Do A Lot Of Impulse Buying
Research Alert, v13, n20, pN/A

Oct 20, 1995

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 678

... impulse purchases has continued to increase. The Average Shopping Trip

The average shopping trip for consumers at supermarkets and mass merchandisers lasts nearly an hour and is likely to take shoppers through most parts of the store. Shopping for most people is a family/social experience - a "pleasant" time, the majority describe. Use of non-cash payment methods (see table above, left) gives consumers the freedom to spend more than they expect to spend. And they do, according to the survey. Consumers report buying larger quantities of items and making unplanned purchases, especially when paying with other than...

13/3,K/19 (Item 4 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2002 The Gale Group. All rts. reserv.

02724636 Supplier Number: 45527699 (USE FORMAT 7 FOR FULLTEXT)

SCORES USED TO DETERMINE SMALL BUSINESS CREDIT RISK

Credit Risk Management Report, v5, n9, pN/A

May 8, 1995

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 495

... insurance companies, first must sign a subscriber agreement which to comply with the Fair Credit Reporting Act (FCRA). The agreement says that users can order the information only on sole proprietors, general partners, guarantors of business debt, or with the express written authorization of the principals. In all cases, customers must certify that they have a legitimate transaction with the business and they also should have the principal's/ owner's Social Security number or home address.

The inquiry on the business then is sent to Equifax, which calculates the score using a statistical model developed by...

13/3,K/20 (Item 5 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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02641792 Supplier Number: 45349411 (USE FORMAT 7 FOR FULLTEXT)

Advanced Communication, intouch Take Different Approaches To Music Kiosks
Electronic Marketplace Report, v9, n4, pN/A

Feb 21, 1995

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1121

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...buyers to listen to audio samples. The new kiosk allows retail customers to search product databases and reviews as well as place an order. Retailers utilizing ACD's previewing kiosk include...

...he said they are existing customers. The kiosk contains an electronic version of the Schwann **database**, which consists of more than 120,000 recordings of popular and classical music. Users can...

...CD Review Digest from 40 separate publications. About two -thirds of the recordings in the **database** are reviewed. Customers can order music titles from the system and send them as gifts...

...as "the biggest obstacle" to usage, according to Scibora. Many people, particularly "older generations" of **consumers**, are reluctant to enter **personal information**, he explained. ACD only asks the **user** for information, such as credit card numbers, necessary to carry out a **transaction**. People should have the freedom and opportunity to use the kiosk if they want to, he said. ACD (Minneapolis, MN) lets **retailers** generate **reports** that show general demographics and regional buying trends for their kiosks. For example, a **report** may indicate that jazz titles sell well in southern New Jersey. "The system and information..."

...at the iStation's data collection strategies, something must be said for the qualified marketing **database** it builds for product marketers. intouch (San Francisco, CA) is developing integrated marketing programs with advertisers and sponsors of its iStation based on comprehensive data generated from the **database**. The company tracks demographics, user selections and preferences, and works with the marketer to develop...

13/3, K/21 (Item 6 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

02574429 Supplier Number: 45198704 (USE FORMAT 7 FOR FULLTEXT)
**BORLAND AND INTERSOLV ANNOUNCE TEAM DEVELOPMENT OF PVCS INTERFACE FOR
BORLAND PRODUCT LINE**
M2 Presswire, pN/A
Dec 12, 1994
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 790

(USE FORMAT 7 FOR FULLTEXT)
TEXT:
...named Delphi 95. Developers will benefit from integrated team development, combined with high-performance, client- **server** development tools. INTERSOLV's PVCS is recognised as the industry standard for software management on...

...a family of development tools used individually, or in combination to form a complete client- **server** development environment. Borland plans to deliver on the initial phase of this agreement when it ships Delphi 95, a high performance client- **server** application development environment which will include full PVCS integration. "Our open API enables us to...
...meet their needs," said Paul H. Gross, vice president and general manager, Languages and Client- **Server** Business Unit at Borland. "We look forward to working with the INTERSOLV team and will..."

...enabled products, developers benefit from team development, protection against overwrites, reusability, roll-back capabilities, extensive reporting, and a secure auditable development environment. "When we spoke to our corporate customers about what they wanted in a high performance client/ **server** development tool, they all wanted integrated team development using INTERSOLV's PVCS," said Zack Urlocker, group product manager, Client- **Server** Development Products at Borland. "We've completely integrated version control, source code check-in, and..."

Search Report from Ginger D. Robert

...of last month's announcement that Borland and INTERSOLV have formed an alliance supporting Open Database Connectivity (ODBC) compliancy for dBASE for Windows and Paradox for Windows users. Both strategic announcements...

...users can now "plug in" and immediately gain access to more than 35 ODBC-compliant database formats as seamlessly as they access local data.

"INTERSOLV is delighted to extend our strategic..."

...advertising plan to promote the PVCS interface and a special promotion offering dBASE and Paradox customers a 30 percent discount on the purchase of INTERSOLV ODBC Drivers, as well as other activities. INTERSOLV Profile INTERSOLV specialises in client - server development tools for the new enterprise. The company offers the benefits of one-stop shopping and single vendor service for a wide spectrum of client - server development technologies. INTERSOLV products deliver high productivity on simple projects and are powerful enough to...

...world. Borland: The Upsizing Company Borland International Inc. (NASDAQ:BORL) is a leading supplier of databases , programming languages and tools for personal computers. A pioneer in the use of object-oriented

...

...on delivering products and services that help customers "upsizes" desktop applications into networked and client- server environments. Borland's award-winning products are supported through programs for software developers, value added...

13/3,K/22 (Item 7 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
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02040405 Supplier Number: 43710765 (USE FORMAT 7 FOR FULLTEXT)

TRW NEW DISK SPEEDS UP CREDIT DECISIONS

Credit Risk Management Report, v3, n6, pN/A

March 15, 1993

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 176

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...businesses. Improvements in the software enable the disk to gather credit information in seconds. New report management capabilities will enhance the administrative benefits of the CD Disk and the immediate update feature allows the user to order new Business Profiles in any company disk. This eliminates the normal ordering procedures. The system also boasts improved printing functions, accelerated processing times and simpler use of the CD disk. Built-in computer software allows access to the TRW Business Credit data base directly from the CD desk. All of these features allow the user to make quick...

13/3,K/23 (Item 8 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

01151347 Supplier Number: 40958222 (USE FORMAT 7 FOR FULLTEXT)

MASS VIDEOTEX SYSTEMS MARKET IN THE U.S.

Online Newsletter, v10, n10, pN/A

Oct, 1989

Language: English Record Type: Fulltext

Search Report from Ginger D. Robert

Document Type: Newsletter; Trade
Word Count: 317

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

This new F&S report notes that while videotex has had many false starts in the U.S., recent rulings...

...videotex market poised for significant future growth. Three broad videotex categories are addressed in the report : the consumer or home market which is the main topic of the report ; business /commercial markets for accessing business databases ; and the in-store videotex market used for public access of promotional or transactional-oriented...

...there is some evidence that this was a primary cause of these companies' failures. The report notes that the success of Teletel in France, with nearly 4 million Minitel terminals installed...

...a number of companies in the U.S. that are leveraging off their business online database offerings such as GEISCO, Dialcom, CompuServe, and others. The consumer videotex market for services excluding...

...from less than \$100 million in 1988 to \$925 million by 1994, according to the report . Included in the study are a historical review of the videotex industry both in the...

...projected future trends, company profiles of primary videotex suppliers, and detailed year-by-year forecasts. Report No. A2029. Price: \$2,300. For further information contact Customer Service, Frost & Sullivan, Inc., 106

...

13/3,K/24 (Item 1 from file: 484)
DIALOG(R)File 484:Periodical Abs Plustext
(c) 2002 ProQuest. All rts. reserv.

03460818 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Options for acquisitions and serials control automation in libraries
Boss, Richard W
Library Technology Reports (ILTR), v33 n4, p403-495, p.93
Jul 1997
ISSN: 0024-2586 JOURNAL CODE: ILTR
DOCUMENT TYPE: Feature
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 25898

TEXT:

... be available, ideally with separate files for multi-library systems.

Voucher preparation should be supported. Vendor files should not only contain names and addresses for ordering , claiming, and payment, but should also support vendor performance evaluation. Z39.50 client / server linkages should be supported. GUI or Web-based clients should be available to improve staff productivity. Accessibility to a variety of management statistics is another major benefit, especially when costs are to be allocated among subject areas or departments. Ideally, it should be possible to augment the reports coded by the vendor with custom-tailoring of reports using a report generator.

As noted in the discussion of acquisitions automation, there has been a dramatic change...separate files for multi-library systems; voucher preparation; vendor files; Z39.50 server; Z39.50 client ; and report generator capabilities. Online access to wholesaler 's database is available as a custom programming option. EDIFACT online ordering ;

EDIFACT online claiming; GUI client ; and Web-based client are in planning or development.

(Table Omitted)

Captioned as: Dynix Funds Statistics Screen

(Illustration Omitted)

Captioned as: Horizon Serials Control Screen

(Illustration Omitted)

Captioned as: Horizon Serials...

13/3,K/25 (Item 2 from file: 484)

DIALOG(R)File 484:Periodical Abs Plustext

(c) 2002 ProQuest. All rts. reserv.

03317492 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Interactive home shopping: Consumer, retailer, and manufacturer incentives to participate in electronic marketplaces

Alba, Joseph; Lynch, John; Weitz, Barton; Janiszewski, Chris; et al

Journal of Marketing (JMK), v61 n3, p38-53, p.16

Jul 1997

ISSN: 0022-2429 JOURNAL CODE: JMK

DOCUMENT TYPE: Feature

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 13400

TEXT:

... stores often provide trained and knowledgeable sales associates, whereas discounters do not. Consequently, the effective " database " of attributes available to consumers is much greater at specialty and department stores than it is at discounters and catalogers. Store-based retailers have an additional characteristic that radically increases the usefulness of the information available to consumers , that is, interactivity. Interaction between a customer and sales associate enables store-based retailers to provide information about the attributes that matter to the customer . Such selectivity gives consumers all the advantages of a large database without the large information processing costs. Perhaps for this reason, post-purchase reports from buyers of major durables indicate that the salesperson was the most useful information source consulted, outstripping Consumer Reports , advertising, and friends (Wilkie and Dickson 1985).

Conversely, catalogers, discounters, and present Internet retailers are...

13/3,K/26 (Item 3 from file: 484)

DIALOG(R)File 484:Periodical Abs Plustext

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03151340 (USE FORMAT 7 OR 9 FOR FULLTEXT)

From town center to shopping center: The reconfiguration of community marketplaces in postwar America

Cohen, Lizabeth

American Historical Review (GHRV), v101 n4, p1050-1081, p.32

Oct 1996

ISSN: 0002-8762 JOURNAL CODE: GHRV

DOCUMENT TYPE: Feature

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 15590

TEXT:

... the Downtown Department Store (Cambridge, Mass., 1962), 10.

Footnote:

17 R. H. Macy & Company, Annual Report (New York, 1955). The

Times-Advocate, March 14, 1976, argues that Bamberger's, Macy's...

...17; Jacobs, The Mall, 5,12; and Albert Bills and Lois Pratt, "Personality Differences among Shopping Centers," Fairleigh Dickinson University Business Review 1 (Winter 1961), which distinguishes between the customers of the Bergen Mall and Garden State Plaza in socioeconomic terms. Crawford's "World in a Shopping Mall," in Sorkin, Variations on a Theme Park...

...Labor, Bureau of Labor Statistics, "Consumer Expenditures and Income, Northern New Jersey, 1960-61," BLS Report No. 237-63, December 1963, Schomburg Center, New York Public Library, Clipping File "Consumer Expenses & Income-NJ." 20 "The Wonder on Routes 4 and 17: Garden State Plaza," brochure, file "Bergen County Shopping Centers," Johnson Free Public Library, Hackensack, New Jersey; "Notes on Discussion Dealing...

13/3,K/27 (Item 4 from file: 484)
DIALOG(R)File 484:Periodical Abs Plustext
(c) 2002 ProQuest. All rts. reserv.

03116997 (USE FORMAT 7 OR 9 FOR FULLTEXT)

The end of privacy
Spinello, Richard A
America (GAME), v176 n1, p9-13, p.5
Jan 4-Jan 11, 1997
ISSN: 0002-7049 JOURNAL CODE: GAME
DOCUMENT TYPE: Feature
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 3327

TEXT:

... recent years they have begun compiling records for people who do not borrow money by accessing things like utility or electric bill records. Businesses or individuals with a "legitimate business need" can order an individual's credit record. Banks, employers, insurers, landlords are some of the "legitimate" users of this service. The credit report provides a wealth of personal and financial information including an individual's social security number, the balance on one's mortgage, data about...

13/3,K/28 (Item 5 from file: 484)
DIALOG(R)File 484:Periodical Abs Plustext
(c) 2002 ProQuest. All rts. reserv.

02720608 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Information technology: Changing the equation for entrepreneurial innovation
Pigott, H Edmund
Behavioral Health Management (IANR), v16 n1, p68
Jan 1996
ISSN: 1052-4614 JOURNAL CODE: IANR
DOCUMENT TYPE: Feature
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2021 LENGTH: Long (31+ col inches)

TEXT:

... that can talk to each other. Such organizations only need to know: "Is the identified consumer one we're responsible for?" "What type, and how many, units do we need to authorize for purchase?" "From which authorized seller?" "For what reason?" and "What is our per unit (or per episode) cost from said seller?"

Search Report from Ginger D. Robert

The resulting database is more than sufficient for reporting functions back to the purchaser, as well as "provider profiling" to identify those sellers who deliver too many units per episode. More sophisticated systems added database fields that rated sellers' "managed care friendliness" (whatever this means) and recorded consumer complaints.

Behavioral...

13/3,K/29 (Item 6 from file: 484)
DIALOG(R)File 484:Periodical Abs Plustext
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02529025 (USE FORMAT 7 OR 9 FOR FULLTEXT)
LAN tools to tighten client/server control
Dryden, Patrick
Computerworld (COW), v29 n41, p69, 76
Oct 9, 1995
ISSN: 0010-4841 JOURNAL CODE: COW
DOCUMENT TYPE: Feature
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 549 LENGTH: Medium (10-30 col inches)

TEXT:

Standard tools for a top-down view of client / server networks should ship by year's end, helping central staffs manage complex interactions at the Gore of their business systems.

Currently, standard Remote Monitoring (Rmon) probes gather statistics from a single network segment and report them across a wide-area network for a central management application to diagnose.

Because they...

13/3,K/30 (Item 7 from file: 484)
DIALOG(R)File 484:Periodical Abs Plustext
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02204543 (USE FORMAT 7 OR 9 FOR FULLTEXT)
The best 100 sources for marketing information
Anonymous
American Demographics (ADE), v17 n1, p21-26+, p.15
Jan 1995
ISSN: 0163-4089 JOURNAL CODE: ADE
DOCUMENT TYPE: Feature
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 7517 LENGTH: Long (31+ col inches)

TEXT:

... month.

The Danter Company

Columbus, OH; (614) 221-9096

The Danter Apartment Rent and Vacancy Report series currently provides rental and vacancy rates for 50 metropolitan areas, but will eventually cover...

...Within each metropolitan area, Danter surveys all apartment complexes with 100 or more units and reports its findings by type of unit and subregion. Apartment Resources, the company's monthly publication, features its own surveys of apartment shoppers and tenants.

Database America

Montvale, NJ; (201) 476-2320

The Database America Consumer File contains 85 million households and mail-order buying habits for 21 million individuals. Sales transaction dates allow selections based on recency of purchasing

Search Report from Ginger D. Robert

activity. The Database America All-Business File is an enhanced database of over 10 million U.S. businesses and more than...

13/3,K/31 (Item 8 from file: 484)
DIALOG(R)File 484:Periodical Abs Plustext
(c) 2002 ProQuest. All rts. reserv.

01916858 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Social resources generated by group support networks may not be beneficial
to Asian immigrant-owned small businesses
Bates, Timothy
Social Forces (GSFF), v72 n3, p671-689, p.19
Mar 1994
ISSN: 0037-7732 JOURNAL CODE: GSFF
DOCUMENT TYPE: Feature
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 7604 LENGTH: Long (31+ col inches)

TEXT:

... when ethnic firms proliferate and the size and diversity of the ethnic marketplace attracts additional customers . Thus Chinatown becomes a regional ethnic shopping center.

The niche attracting Korean merchants to minority clienteles has often differed from the above Chinatown portrait. The Korean population of Atlanta, for example, is too small to support an ethnic Korean small-business enclave...communities was the reduced competition stemming from the paucity of mainstream business competitors. Yoon (1991) reports that Koreans often prefer to locate their businesses in black residential areas of Chicago because...

13/3,K/32 (Item 1 from file: 813)
DIALOG(R)File 813:PR Newswire
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1192154 LAW009
Microsoft(R) and American Business Information, Inc.(R) Join Forces in
Launching 'Business Finder' Service at Expedia.com Web Site

DATE: November 26, 1997 11:33 EST WORD COUNT: 574

... gives users a direct connection and immediate Internet access to ABI's web site where users can buy and download sales leads and mailing lists, purchase and print business profiles and credit reports , order a variety of CD-ROM telephone directory products, and enjoy free nationwide individual and business directory assistance from ABI's comprehensive database of over 10 million business and 180 million consumer listings.

"The partnership between Microsoft and...

13/3,K/33 (Item 2 from file: 813)
DIALOG(R)File 813:PR Newswire
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1175543 NETU002
TAXWARE and Actra Team to Deliver Sales Tax Solution for Actra
CommerceXpert Suite of Internet Products

DATE: October 28, 1997 08:59 EST WORD COUNT: 895

...Actra CommerceXpert product line."

TAXWARE's INTERNET Tax System

TAXWARE's INTERNET Tax System offers **merchants** a system for the automatic calculation of sales tax. Functionality encompasses **merchant profile** creation, **customer** address verification, exemption processing, product taxation, jurisdiction logic, tax calculation, **transaction tracking**, nexus administration (physical presence), international taxation and **reporting**. The system allows the user to determine tax by product (whether a product is taxable...).

... at what rate it is taxable) with the industry's only fully populated Product Taxability **Matrix**. TAXWARE's INTERNET Tax System utilizes its SALES/USE Tax System and its VERAZIPTM address verification program to feature seamless gateways to its commerce **server** partners. For those Internet providers who sell to the global marketplace, TAXWARE offers the WORLDtax...

... of its Internet product line. WORLDtax is an optional system, designed for the calculation and **reporting** of international tax, including Value Added Tax (VAT), consumption tax, Goods and Services Tax (GST...).

13/3,K/34 (Item 3 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

1135845 NETU004

TAXWARE Partners with SAP Intel Collaboration to Provide Leading Sales Tax Solution for Pandemic Internet Business Solution

DATE: August 5, 1997 13:15 EDT WORD COUNT: 867

...global tax calculation solution."

TAXWARE's INTERNET Tax System

TAXWARE's INTERNET Tax System offers **merchants** a system for the automatic calculation of sales tax. Functionality encompasses **merchant profile** creation, **customer** address verification, exemption processing, product taxation, jurisdiction logic, tax calculation, **transaction tracking**, nexus administration (physical presence), international taxation and **reporting**. The system allows the user to determine tax by product (whether a product is taxable...).

... at what rate it is taxable) with the industry's only fully populated Product Taxability **Matrix**. TAXWARE's INTERNET Tax System utilizes its SALES/USE Tax System and its VERAZIP(TM) address verification program to feature seamless gateways to its commerce **server** partners. For those Internet providers who sell to the global marketplace, TAXWARE offers the WORLDtax...

... of its Internet product line. WORLDtax is an optional system, designed for the calculation and **reporting** of international tax, including Value Added Tax (VAT), consumption tax, Goods and Services Tax (GST...).

13/3,K/35 (Item 4 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

1113466 NEW003

TAXWARE Announces Availability of Java Versions of Internet Sales Tax,

~~Selection~~ Report from Ginger D. Robert

Sales Use Tax, VAT & Address Verification Software Systems

DATE: June 18, 1997 08:03 EDT WORD COUNT: 1,073

...more.

TAXWARE System Overviews

INTERNET Tax System

TAXWARE's INTERNET Tax System offers web mall owners and merchants a system for the automatic calculation of sales tax. Functionality encompasses merchant profile creation, customer address verification, exemption processing, product taxation, jurisdiction logic, tax calculation, transaction tracking, nexus administration (physical presence), international taxation and reporting. Offering the industry's only fully populated Product Taxability Matrix with over 500 product and service classifications, TAXWARE's INTERNET Tax System also provides the...
... System and its VERAZIP(TM) address verification program to feature seamless gateways to its commerce server partners. For those Internet providers who sell to the global marketplace, TAXWARE offers the WORLDTAX
...

... of its Internet product line. WORLDTAX is an optional system, designed for the calculation and reporting of international tax, including Value Added Tax (VAT), consumption tax and sales tax- and it...

13/3,K/36 (Item 5 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

1030305 NY SOURCE

Sources & Sidebars for Thursday, Dec. 5: Holiday Retail Sales Outlook

DATE: December 5, 1996 10:57 EST WORD COUNT: 863

Retailers today are reporting sales figures for the month of November, including the critical Thanksgiving weekend, and the figures will provide a glimpse of what kind of Christmas season retailers will have in 1996.

The following individuals can provide commentary and background on the retail industry, the upcoming shopping season and consumer spending habits.
They are leading experts with varying perspectives gleaned from ProfNet's Experts Database. You'll...

13/3,K/37 (Item 6 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

0992759 NYM137

Symix Announces SytePower

DATE: September 9, 1996 16:00 EDT WORD COUNT: 672

...NNM: SYMX) today announced Symix SytePower(TM) -- a business intelligence software package that offers interactive reporting and analysis of enterprise-wide Symix databases. Symix SytePower's on-line analytical processing (OLAP) technology quickly extracts and transforms Symix data

Selection Report from Ginger D. Robert

into user defined, multidimensional views / reports of business critical information .

"We have specifically designed a business intelligence tool to meet the information needs of managers and information systems professionals in the ...

13/3,K/38 (Item 7 from file: 813)
DIALOG(R)File 813:PR Newswire
(c) 1999 PR Newswire Association Inc. All rts. reserv.

0561026 NY013
TIE COMMUNICATIONS AND DIGITAL EQUIPMENT CORPORATION FORM STRATEGIC ALLIANCE; COMPANIES AGREE TO MARKET CALL CENTER SYSTEMS NATIONWIDE

DATE: February 2, 1993 09:31 EST WORD COUNT: 573

...that improves customer service levels and call center efficiency."

CallCenterPLUS At Work

"The applications and business activities of CallCenterPLUS are boundless," cited Benjamin, "Whether it is a bank that needs to handle inbound/outbound transactions ; a retailer that needs to manage call volumes; an insurance brokerage that accesses customer profiles /histories; a telemarketing organization that queries multiple databases ; or a financial services company that compiles statistical reports , CallCenterPLUS performs a cluster of integrated telephony and computer activities. And, the system can be..."

13/3,K/39 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

05343985 Supplier Number: 48129569
CompUSA Inc. - Company Report
Investext, p1-6
Nov 17, 1997
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
ARGUS RESEARCH CORP. report by Toung, D.H.x0D CompUSA Inc. is the nation's largest chain of computer...

...points, to 14.73% of sales. The company recently launched its own build-to-order business that allows customers to custom configure their purchases .x0D Tables in report : Key Statistics 1996-97; Growth Analysis 1996-98; Valuation Analysis 1991-98; Financial Strength And Valuation 1992-99x0D The INVESTTEXT database offers the full text of this report online (RN=3309116). To order printed copies, CALL (800)662-7878, (212)484-4700 US...

13/3,K/40 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

05280699 Supplier Number: 48043539

Screen Report from Ginger D. Robert

Clec Matrix Weekly: Earnings Model Edition - Industry Report

Investext, p1-28

Oct 10, 1997

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

ABSTRACT:

DEUTSCHE MORGAN GRENFELL INC. report by Conrad, S.P., et alx0D Reports on various companies, trends, and activities within the telecommunications industry. ICG Communications announced a marketing...

...The agreement involves LG&E selling ICG's local and long-distance services to its business customer base in the Louisville market. In addition, ICG announced the purchase price for its acquisition of Communications Buying Group, a privately held telecommunications reseller in the Ohio Valley region. The acquisition price is \$47.7 million plus the assumption of some CBG debt.x0D Tables in report : American Comm Services Inc Quarterly Fin Model 1995-98; Brooks Fiber Properties Quarterly Fin Model...

...2000; Revenue Analysis By Company 1996-97; Multiple Analysis By Company 1996-98x0D The INVESTTEXT database offers the full text of this report online (RN=3308062). To order printed copies, CALL (800)662-7878, (212)484-4700 US...

13/3,K/41 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

05203887 Supplier Number: 47939084

Atlas Copco Ab - Company Report

Investext, p1-16

August 28, 1997

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

ABSTRACT:

CREDIT SUISSE FIRST BOSTON CORPORATION report by McGinty, J.E.x0D Atlas Copco AB reported Q297 results were strong.x0D Tables in report : Stock Price And Earnings Data 1996-98; Earnings Parameters 1997; Acquisitions And Divestitures 1987-97; Quarterly Operating Record 1991-97; Interim Line-Of-Business Results 1992-97; Orders By Region 1993-97; Incoming Orders By Product Area 1991-97; Sales By Customer Category 1997; Actual And Estimated Results 1995-98; Components Of Industrial Technique 1996-97; Balance Sheet 1994-97x0D The INVESTTEXT database offers the full text of this report online (RN=2580207). To order printed copies, CALL (800)662-7878, (212)484-4700 US...

13/3,K/42 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

04537890 Supplier Number: 46667339 (USE FORMAT 7 FOR FULLTEXT)

At Long Last, Debit

Credit Card Management, p66

Sept, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1118

... by product type.

Meanwhile, the CID's ATM activity figures show a decline for both

Selection Report from Ginger D. Robert

individual cardholders and at individual terminals, based on December 1995 statistics . The unweighted average of 4,789 monthly transactions on terminals is based on reports from 323 ATM owners (chart , right). On a weighted basis, the average was 5,460, with higher volumes at major...

13/3,K/43 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

04497279 Supplier Number: 46605034 (USE FORMAT 7 FOR FULLTEXT)
A pilot to stimulate internet business -- Toronto Dominion and the Web:
Bank on it
CommunicationsWeek, pS06
August 5, 1996
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 1008

... Transact software that processes the financial transactions.
A customer shopping at one of TD's merchant sites would click on a digital offer to buy a product or service, such as a report from Statistics Canada. The pointer then links the user to TD's transaction server , a Sun Microsystems SparcCenter 1000 running OM-Transact software and maintained by Open Market, Cambridge...

13/3,K/44 (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

03541693 Supplier Number: 44971039 (USE FORMAT 7 FOR FULLTEXT)
Information 'cash and carry'
Precision Marketing, v0, n0, p8
Sept 5, 1994
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 924

... data but it will also data capture and data process all responses into 'a detailed customer database ' and provide manufacturers with 'bespoke reports analysing customer characteristics by product and model purchased '.

The move, says ICD marketing director Sean Flanagan, has been prompted by a flurry of...

13/3,K/45 (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

03107598 Supplier Number: 44235789 (USE FORMAT 7 FOR FULLTEXT)
Retailers fine-tune site selection process
Computer Retail Week, p71
Nov 15, 1993
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 737

... population segment made up of sales opinion leaders.
National Demographics has not entered into preparing reports to be used for site selection, but it has helped retailers such as CompUSA direct market to consumers for a new store opening, said Sheri Paul,

Search Report from Ginger D. Robert

sales director for retail accounts at National Demographics.

Paul said there are two approaches retailers take with National Demographics' service. The first sees retailers accessing a database of a certain type of customer such as consumers whose household income is above \$50,000 and who own a computer. This is the...

13/3,K/46 (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

02586337 Supplier Number: 43435009
Zwischen Profit und Profil
Lebensmittel Praxis, p20
Nov 6, 1992
Language: German; NONENGLISH Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

...to fall 20% from DM1.5 bil in 1991. The traditional food retail trade is reporting that the market for such products has been static since April 1992, and attributes this...

...There is a marked difference between consumer beliefs and their actual purchasing habits, and food retailers must therefore do more to develop the image of organic foods and give them a higher profile. Article profiles the typical purchaser of organic foods and looks at possible market developments in table form.

...

13/3,K/47 (Item 9 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

02125927 Supplier Number: 42757513 (USE FORMAT 7 FOR FULLTEXT)
Haystack searching
Forbes, p130
Feb 17, 1992
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; General Trade
Word Count: 938

... Hamilton, which contracts with the government.

Clifford Reid, the 33-year-old MIT and Harvard Business School graduate who founded Verity in 1988, calls his firm's approach "conceptual searching." Verity is aiming its Topic software not at occasional users of the sort who might call up Dialog or Dow Jones News Retrieval when they visit a library, but rather at corporations making the same sorts of inquiries over and over. Example: a pharmaceutical company tracking adverse reactions to its products through several databases connected over a local area network. One database would hold Federal Drug Administration reports on the drugs, another internal lab reports and another communications from physicians noting reactions.

Topic takes advantage of the repetitiveness of queries...

13/3,K/48 (Item 10 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

01230833 Supplier Number: 41423363 (USE FORMAT 7 FOR FULLTEXT)
At C&A, Tuesday Is Not a Blues Day

Supermarket News, p23

July 2, 1990

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 428

... Mermaid came out, we ordered 96 copies in two stores in less than a week."

Reports are important in keeping on top of the video department, the retailer said.

"We do daily and weekly rental reports and update those added to the file. We track the customer data base, product cost and revenues each movie generates. From that we have sharpened our buying as to the number of copies to purchase based on customer profiles and sales patterns.

13/3,K/49 (Item 1 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

01057377

Businesses Worldwide Adopt Direct Marketing Concept.

Magazine of Direct Marketing July, 1984 p. 40-481

... marketing is a subset of marketing and a function of any business with a marketing database. Any business or institution with a formal mailing list of its current, former or prospective...

... method of consummating a company's sales, but rather permits coordinating the synergy among methods. Database information can include age, type of business, title of business person, lifestyle characteristics, home ownership, average income of people living in person's census tract, and education. Information can also include what each person or company has done with the marketer in terms of transactions, and which ads triggered each of the transactions. Databases permit measuring of advertising effectiveness, and provide management with reports of sales consummated at any location. Ad agencies can help clients build a marketing database through strategic planning and measurable, trackable direct response advertising. Part of that commitment is to...

13/3,K/50 (Item 2 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

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00887685

Decision Support Systems' (DSS) potential as a strong marketing tool is examined.

Industrial Marketing March, 1983 p. 50-801

... as marketing. The trend toward 'distributed DSS'--a network of microcomputers linked to a central data base --puts flexible computing power in the hands of decision-makers, while MIS departments are responsible for the upkeep and integrity of central data. Micro-based DSS software, such as a relational data base manager program, an electronic spread sheet and new graphics capabilities, are examined. In deciding which DSS system is the best, buyers should examine aspects such as report formats, analytical tools and user interface. Related articles examine selecting the correct software; DSS vendors; profiles of companies using DSS and purchase considerations.

13/3,K/51 (Item 1 from file: 141)

DIALOG(R)File 141:Readers Guide
(c) 2001 The HW Wilson Co. All rts. reserv.

02804130 H.W. WILSON RECORD NUMBER: BRGA94054130

A potent new tool for selling: database marketing.

AUGMENTED TITLE: cover story

Berry, Jonathan.

Business Week (Bus Week) (Sept. 5 '94) p. 56-62

ABSTRACT: A cover story examines the growth of database marketing. Marketers are investing millions in databases that allow them to determine who their customers are and how to retain them. Consumers...

...are used to "crunch" the data in all sorts of sophisticated ways. The results are profiles of individual consumers' interests, incomes, and buying patterns. Marketers are realizing that consumers' past behaviors, as documented by recorded business transactions, are the best indicators of their future buying patterns. Some database marketers report double-digit response rates to their promotional offers, versus a typical 2-4 percent rate...

13/3,K/52 (Item 1 from file: 696)

DIALOG(R)File 696:DIALOG Telecom. Newsletters
(c) 2002 The Dialog Corp. All rts. reserv.

00579574

ABI LICENSES DIRECTORY TO MICROSOFT

Multimedia Daily

December 1,1997 VOL: 4 ISSUE: 230 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: BRP PUBLICATIONS

LANGUAGE: ENGLISH WORD COUNT: 141 RECORD TYPE: FULLTEXT

(c) BRP PUBLICATIONS All Rts. Reserv.

TEXT:

...site also offers access to ABI's Web site, which includes sales leads, mailing lists, purchase and print business profiles and credit reports, as well as CD-ROM telephone directory products and a database of 10 million business and 180 million consumer listings. Financial terms of the agreement were not disclosed. (American Business Information Inc. 402-596...).

13/3,K/53 (Item 2 from file: 696)

DIALOG(R)File 696:DIALOG Telecom. Newsletters
(c) 2002 The Dialog Corp. All rts. reserv.

00561108

News Digest

Internet Business Report

August, 1997 DOCUMENT TYPE: NEWSLETTER

PUBLISHER: JUPITER COMMUNICATIONS

LANGUAGE: ENGLISH WORD COUNT: 1825 RECORD TYPE: FULLTEXT

(c) JUPITER COMMUNICATIONS All Rts. Reserv.

TEXT:

...can create folders and files to store mail, with the mail securely stored on Web servers. MailExcite is an HTML-based technology licensed

from WhoWhere. However, it's still questionable whether...

...or just a jumping-off point . . . Online directories are trying to be more than huge databases of names and numbers. Four11 Corp. adopted OnLive!'s LiveList instant personal communication software for...

...of information are. Jango then pulls the relevant information from many sources simultaneously. The final shopping results are presented to the customer in a report that typically includes product reviews, specifications, pricing, secure transaction information, and other shopping details. If a consumer decides to buy, Jango hands the consumer off to the merchant site, and the final transaction occurs between the merchant and the consumer...

13/3,K/54 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

10628250 SUPPLIER NUMBER: 20055378 (USE FORMAT 7 OR 9 FOR FULL TEXT)
"Wall Street with Louis Rukheyser" recommendations: trading activity and performance.
Beltz, Jess; Jennings, Robert
Review of Financial Economics, v6, n1, p15(13)
Wntr, 1997
ISSN: 1058-3300 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 3808 LINE COUNT: 00304

... performance of the recommendations.

III. Data

Data are obtained from three sources. Recommendations come from transcripts of the program for the three years 1990-1992. Price data are from the Center for Research in Security Prices daily file. Because we categorize the volume as buyer - or seller -initiated transactions, volume activity are obtained from the Institute for the Study of Securities Markets (ISSM). The ISSM quote data allow us to type trades as buys (sells) if the trade price is closest to the

13/3,K/55 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

09133310 SUPPLIER NUMBER: 18876626 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Management/marketing editorial listings. (periodical publishing) (Directory)
Folio: the Magazine for Magazine Management, v25, n18, p11(20)
Annual, 1997
DOCUMENT TYPE: Directory ISSN: 0046-4333 LANGUAGE: English
RECORD TYPE: Fulltext; Abstract
WORD COUNT: 14269 LINE COUNT: 01303

... subscriber cost per order, establish predictive models, uncover new prospecting universes and open up new business opportunities. It even includes demographic and lifestyle attributes such as age, head of household occupation, income, presence of children and more.

Linked to over 333 million transactions and \$22 billion in direct mail sales, CircBase provides a unique look at your customer buying habits. In addition to subscriber interest categories, CircBase provides profile scores and purchase RFM to help develop subscriber lifetime value and predictive modeling capabilities. There's even a PC driven reporting system to assist with analysis and decision support.

One publisher found CircBase names 2.5...

13/3,K/56 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

09113952 SUPPLIER NUMBER: 18885566 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Cooperative relationships in competitive markets.

Haugland, Sven A.; Gronhaug, Kjell
Journal of Socio-Economics, v25, n3, p359(13)
Fall, 1996
ISSN: 1053-5357 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 5652 LINE COUNT: 00484

... Examine whether individual variations in transactional behavior occur; and

4. Examine Proposition 2.

Table 1 reports the number of transactions made by each of the 13 buyers with 10 or more...

...3); and by other suppliers (4). Importance is here measured as number of transactions. The buyers are ranked according to number of transactions performed in the time period covered.

Table 1. Number of Transactions with Sellers by Buyers

Buyer		Seller				
No.	Rank	1	2	3	(greater than or equal to)4	Total
1	1	44	29	14...		

13/3,K/57 (Item 4 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

09109088 SUPPLIER NUMBER: 18840652 (USE FORMAT 7 OR 9 FOR FULL TEXT)
U.C.C. Article 9: personal property secured transactions. (The Uniform Commercial Code Survey)
Weise, Steven O.
Business Lawyer, 51, n4, 1459-1492
August, 1996
ISSN: 0007-6899 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 18470 LINE COUNT: 01430

... U.C.C. section 9-504. (1.) Peb Study Group, Uniform Commercial Code Article 9 Report (Dec. 1. 1992) (hereinafter Report) (available from the Order Department of the American Law Institute). (2.) Persons interested in receiving written reports on each of the meetings of the Drafting Committee should contact Steven O. Weise at...9th Cir. 1989). (95.) U.C.C. (sections) 9-110 (Discussion Draft May 1996) (on file with The Business Lawyer, University of Maryland School of Law). (96.) 178 B.R. 631...chief executive office). (116.) U.C.C. (sections) 9-103 (Discussion Draft May 1996) (on file with The Business Lawyer, University of Maryland School of Law). (117.) U.C.C. (sections...).

...429 U.S.834 (1976); see also U.C.C. (sections) 2-702(3) (1995) (seller 's reclamation rights subject to rights of a good faith purchaser under U.C.C. (sections) 2-403); id. (sections) 2-507(2) (secured party as purchaser may defeat rights of a seller). (134.) 892 F. Supp. 1256 (E.D. Mo. 1995). (135.) The second secured party was...

13/3,K/58 (Item 5 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

08881122 SUPPLIER NUMBER: 18556816
Toronto Dominion and the Web: bank on it. (Toronto Dominion Bank's
electronic-commerce program) (Interactive Age supplement) (Company
Operations)
Maddox, Kate
CommunicationsWeek, n622, pIA6(1)
August 5, 1996
ISSN: 0746-8121 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 1078 LINE COUNT: 00091

... Transact software that processes the financial transactions.
A customer shopping at one of TD's merchant sites would click on a
digital offer to buy a product or service, such as a report from
Statistics Canada. The pointer then links the user to TD's transaction
server, a Sun Microsystems SparcCenter 1000 running OM-Transact software
and maintained by Open Market, Cambridge...

13/3,K/59 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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08467617 SUPPLIER NUMBER: 17991423 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Net finds a place here too. (Executive Information Systems and the World
Wide Web) (Technology Information) (Editorial)
Rioux, Sylvie
Computing Canada, v22, n4, p36(1)
Feb 15, 1996
DOCUMENT TYPE: Editorial ISSN: 0319-0161 LANGUAGE: English
RECORD TYPE: Fulltext; Abstract
WORD COUNT: 657 LINE COUNT: 00055

...ABSTRACT: to be an efficient and cost-effective method of distributing
useful information. Executive information systems (EIS) provide a
valuable tool for managers and business analysts who must react daily to
a continuing flow of information. EIS integrates data sources and
displays the facts onscreen. EIS software for the Internet will add new
dimensions to Web browsers and provide users with personal views of
data with answers to specific questions. On-line analytical processing
(OLAP) software displays database information and provides access to
greater levels of detail through a simple click of a...

13/3,K/60 (Item 7 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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08039269 SUPPLIER NUMBER: 17283714 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Internet World '95 in San Jose. (highlights of Internet trade exposition
held in San Jose, California) (Brief Article)
Raeder, Aggi
Searcher, v3, n6, p10(6)
June, 1995
DOCUMENT TYPE: Brief Article ISSN: 1070-4795 LANGUAGE: English
RECORD TYPE: Fulltext
WORD COUNT: 4699 LINE COUNT: 00381

... products to help a Web site owner track, monitor, and analyze site
usage. They can report time spent per page, sections read within a

document, and the geographic and organizational origin...

...site manager chooses. This type of accessory to a Web site can gather statistics that **advertisers** want before they place an ad (yes, we see advertising here now, with more to come). Logical Design's WebTrac specializes in obtaining information from the **server** log about visitors and entering it into a database that reports user transactions and activities with charts and graphs. Contact them at info@lds.com.

Copyright Clearance Center...

13/3,K/61 (Item 8 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

08026659 SUPPLIER NUMBER: 17292738 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Executive information systems hot: survey.
Zimmerman, Denise
Supermarket News, v45, n29, p15(2)
July 17, 1995
ISSN: 0039-5803 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 542 LINE COUNT: 00049

... Retail Systems '95 conference late last month.
"Grocers are among the leaders in terms of **retailers** planning to build consumer - specific data bases in the near future," the report states. "Executive information systems bring clarity to the information in this transaction -driven industry, allowing for better decision-making and speedier reaction to market conditions."

The importance supermarket **retailers** put on store operations, which they cite as the most critical business function, is reflected...

13/3,K/62 (Item 9 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07919671 SUPPLIER NUMBER: 17030260 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Browsing through the enterprise network.(Connecting: New Solutions Through Electronic Commerce and Client/Server Systems)
Canadian Business, v68, n5, p53(2)
May, 1995
ISSN: 0008-3100 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1322 LINE COUNT: 00108

... local area network (LAN), it has come to mean much more.
Today's true client- **server** computing lets you fully and effectively use all of your computing power by putting the untapped power of the PC to work with the **server** to intelligently access and manipulate diverse company data into meaningful information. Now, using software like Microsoft's Windows/NT, relational database programs from companies like Oracle or Sybase and application development tools from SAS Institute Inc., Cognos Inc., Novell, Inc. and many others, your PC and **server** can work together to spotlight unexpected business trends or gain new insight into customer buying habits . The result? Better business decisions, better customer service and a better competitive edge. As IBM's director of client - server computing, John Bailey, says, "It's hard to imagine developing a new application in business today without wanting to take advantage of the power and flexibility that you get with..."

13/3,K/63 (Item 10 from file: 148)

Search Report from Ginger D. Robert

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07919014 SUPPLIER NUMBER: 17027368 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Combining enhanced object classes with professional consulting; SAS

Institute Announces OLAP++ Solution.

Business Wire, p6141172

June 14, 1995

LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 873 LINE COUNT: 00078

... our company."

The OLAP++ solution uses the distributed data access and processing facilities of the SAS (R) System, an integrated suite of business analysis software for better decision making, to ensure availability of data from various RDBMSs, including Oracle, Sybase, Informix and legacy and PC file formats. Available on more than 40 platforms and with interoperability capabilities via ODBC, OLE 2...

...libraries can obtain and analyze data from various sources without a need for a separate data base for OLAP. As a result, the models are dynamic and automatically pass the most recent data to the business user for analysis enabling mission-critical decisions to be made on time-sensitive data.

"The OLAP++ class library extends our customers reach across their enterprise to include all relevant data, integrated at a single point of viewing," said John McIntyre, SAS Institute's program manager for business intelligence. "Our Professional Services staff can quickly customize any OLAP processing with these tools, enabling the benefits of multidimensional analysis without the necessary cost of a separate data base . This offering simply makes it easier to make use of SAS business intelligence facilities in a distributed, enterprise-wide environment."

The OLAP++ solution itself was developed...

13/3,K/64 (Item 11 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07852829 SUPPLIER NUMBER: 16824661 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Pilot Software adds comprehensive OLAP technology to Microsoft BackOffice;
LightShip leads BackOffice initiative enabling business intelligence
solutions.

Business Wire, p5151039

May 15, 1995

LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 630 LINE COUNT: 00065

... the industry's most comprehensive OLAP technology and software. The new system is running LightShip Server , a multidimensional OLAP database , on Windows NT for timely answers to critical business questions. For instance, by choosing geographical views , users can drill up or down from headquarters to region , branch or satellite locations, to determine sales trends by geographic location. Prior to building its new application, Ferguson was using an internally developed solution that delivered static, text-based paper reports . This required extensive re-keying to create informative views. Ultimately, Ferguson plans to roll its...

13/3,K/65 (Item 12 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07806343 SUPPLIER NUMBER: 17000924 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Advise and consent. (use of consensual database by IBM regional
unit) (includes related article)
Egol, Len
Direct, v7, n4, p55(5)
April, 1995
ISSN: 1046-4174 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 2040 LINE COUNT: 00157

... phone pitches. And the volume of do-not-call requests submitted by Fortune 100 marketers (customers and prospects alike) has risen nearly 600% in the last year, Roman reports.

The consensual database is a subset of the region's flat-file business-to-business database, which contains routine customer data - SIC, number of employees, purchase history, etc. Originally called Focus 221 after the number of top customers in the area...

13/3,K/66 (Item 13 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07802477 SUPPLIER NUMBER: 16765256 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Software helps suppliers serve contractor customers better. (includes
related article on Pameco Corp. software)
Schultz, Gene Church
Air Conditioning, Heating & Refrigeration News, v194, n13, p16(2)
March 27, 1995
ISSN: 0002-2276 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1350 LINE COUNT: 00104

... the AS-400, a more-sophisticated database we're running here that keeps up with customer credit lines and the kinds of equipment they're buying."

That program also generates reports and tracks a branch's customer base. "We can also identify customers' primary business and what class of customers they are.

"Let's say we lost an employee to promotion; the new...

13/3,K/67 (Item 14 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07755953 SUPPLIER NUMBER: 16669859 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Wanna buy a catalog? (catalogs for gift retailers, includes related
articles)
McAllister, Liane
Gifts & Decorative Accessories, v96, n3, p42(6)
March, 1995
ISSN: 0016-9889 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 2962 LINE COUNT: 00246

... Marketing offers its Winning Edge Technologies. This includes a miniature computer -- The Capture Box -- for retailers, with capacity to build an active customer list with profiles and purchase patterns, produce quarterly statistical and marketing reports on customers, print labels, etc. Palmer's database service is available and in use by other catalog groups. Palmer president Jim Glover has...

13/3,K/68 (Item 15 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2002 The Gale Group. All rts. reserv.

07608242 SUPPLIER NUMBER: 16531718 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Retail influence on evoked set formation and final choice of shopping goods.

LeBlanc, Ronald P.; Turley, L.W.
International Journal of Retail & Distribution Management, v22, n7, p10(8)
Nov-Dec, 1994
ISSN: 0959-0552 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 4968 LINE COUNT: 00419

... the evoked sets respondents' report for products under consideration for purchase.

The results of respondents' reports on retailer influence in evoked set formation and final purchase choice are presented in Table II and Table III respectively. An ANOVA format is used so each class of consumer shopping goods can be identified separately and differences in mean per cent influence evaluated.

Table II.

ANOVA Table : Retailers ' Influence on Final Purchase Choice

Source	DF	Sum of squares	Mean squares	F ratio	F
...					

13/3,K/69 (Item 16 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07585079 SUPPLIER NUMBER: 16467302 (USE FORMAT 7 OR 9 FOR FULL TEXT)
AG Seattle: truly a client server. (Associated Grocers Inc.'s expanding retailer systems network)
Shulman, Richard
Supermarket Business, v49, n11, p21(7)
Nov, 1994
ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 3955 LINE COUNT: 00315

... can have his purchase data stored and accessed when needed.

AG selected two preferred scanner vendors --NCR and IBM--and processes only data from those POS Systems for loading into the Customer Composite Data Base . Using a special report writer (which operates under Lotus Notes), retailers can request purchase and sales reports that they can use for a variety of reasons, ranging from the most basic reconciliation...

13/3,K/70 (Item 17 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07583522 SUPPLIER NUMBER: 16458120 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Database marketing leaves marketing to the branches.
Morrall, Katherine
Bank Marketing, v26, n11, p22(7)
Nov, 1994
ISSN: 0888-3149 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 3391 LINE COUNT: 00273

... each product, and profit potential for each product sold through direct mail.

The trade area report is generated yearly by Premier's database marketing and research department. The bank uses a marketing customer

information file system from OKRA Marketing Corporation, Tampa, Fla. Customer and product use information is pulled from the bank's MCIF, and is appended with demographic and lifestyle information purchased from third-party vendors.

Once the data are compiled, the process is turned over to FUSION for analysis of...

13/3,K/71 (Item 18 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07501835 SUPPLIER NUMBER: 15739868 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Private-label cards are far from being dinosaurs. (credit cards) (Column)
Myatt, Larry H.
American Banker, v159, n161, p14(1)
August 22, 1994
DOCUMENT TYPE: Column ISSN: 0002-7561 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1008 LINE COUNT: 00082

... and target promotions accordingly.

In addition, new private-label technology such as SPS Payment Systems' Database Analysis and Reporting software enables retailers to analyze their customer base in detail, tracking information such as buying trends, usage patterns and demographic data. The value of this information is obvious. It allows retailers to market with a rifle instead of a shotgun, by developing direct mail and other...

13/3,K/72 (Item 19 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07270538 SUPPLIER NUMBER: 15397042 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Buried treasure. (installed base of customers can increase vendors' revenue) (PC Week Inside)
Silverthorne, Sean
PC Week, v11, n21, pA1(2)
May 30, 1994
ISSN: 0740-1604 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1756 LINE COUNT: 00141

... getting Symantec's customer list in shape was a top priority. Now its industrial-strength database , which is managed by an outside firm, allows Symantec to cross-reference data on a wide variety of personal and buying habits . And by overlaying ZIP codes and other information, Symantec can identify a customer as, say, a small, medium, or large business . "We can target our customers very carefully, become more effective in our mailings, mail fewer...

...as throwing a big net," says Orsino, formerly a direct marketing guru at Consumer Reports magazine.

Beefing up registration practices doesn't have to cost a lot. In fact, a...

13/3,K/73 (Item 20 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07262460 SUPPLIER NUMBER: 15407915 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Uniface releases Personal Series of data retrieval, report tools.

Computergram International, CGI04140013

April 14, 1994

ISSN: 0268-716X

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 78 LINE COUNT: 00007

DATA RETRIEVAL, REPORT TOOLS

Amsterdam, Holland-based Uniface BV has unveiled its new **Personal Series of data retrieval and report -writing tools for end- users and application developers.** The new family includes Uniface **Personal Query** for accessing data from about different 35 **database management systems;** **Personal Access** for accessing data and transferring it to such applications as 1-2-3 and Wordperfect; and **Business Graphics** for visually representing data in formats such as pie-charts.

13/3,K/74 (Item 21 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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06775816 SUPPLIER NUMBER: 14794805 (USE FORMAT 7 OR 9 FOR FULL TEXT)

New systems, old practices create a POS 'generation gap.' (scanning systems) (point-of-sale systems) (Technology)

Shulman, Richard

Supermarket Business, v48, n11, p17(2)

Nov, 1993

ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 1879 LINE COUNT: 00145

... detailed total purchases by item treated as if it were the store's total scanning file . The summary report by aisle would then reflect the sales to that customer group.

Many retailers purchase demographic data that identifies the characteristics of the customers who should be shopping in a specific store. This information can then be used to select the most important customer groups from your company's electronic marketing file . The resulting report should indicate the product areas not shopped or under shopped by that group.

The next...

13/3,K/75 (Item 22 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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06215907 SUPPLIER NUMBER: 12915231 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Marketplace lodging needs of mature travelers.

Ananth, Mangala; DeMicco, Frederick J.; Moreo, Patrick J.; Howey, Richard M.

Cornell Hotel & Restaurant Administration Quarterly, v33, n4, p12(13)

August, 1992

ISSN: 0010-8804 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 7571 LINE COUNT: 00629

... 0.93 was obtained. (11) The representative population for the study was estimated using a table designed by Krejcie and Morgan (see: R.V. Krejcie and D.W. Morgan, "Determining Sample...8 (1991), pp. 40-44. (18) Ibid. (19) Ibid. (20) See: "The Mature Market," a report of the impact of the changing mature market on the U.S. travel industry, Travel...

13/3,K/76 (Item 23 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2002 The Gale Group. All rts. reserv.

05923173 SUPPLIER NUMBER: 12681141 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Secondary analysis in entrepreneurship: an introduction to databases and data management.

Katz, Jerome A.

Journal of Small Business Management, v30, n2, p74(13)

April, 1992

CODEN: JSBMA ISSN: 0047-2778 LANGUAGE: ENGLISH RECORD TYPE:

FULLTEXT; ABSTRACT

WORD COUNT: 6367 LINE COUNT: 00525

... business research should not be limited to topics that can be easily tested using existing **databases**, but these should be used when there is a reasonably close match between the required...

...Each state has a State Census Data Center and affiliates and several states also have **Business** and Industry Data Centers that provide local access and support for 1990 (and some earlier) Census data sets. State **Census** Data Center information can be obtained from the U.S. **Census** Bureau (telephone 301-763-1580). **Census** data sets can be **purchased** from Customer Service, Bureau of the **Census**, Washington, D.C. 20233 (telephone 301-763-4100). (3) These include SPSS PC (Norusis/SPSS, Inc. 1988), **SAS** /PC (**SAS** Institute 1988a, 1988b) and Systat (Wilkinson 1990).

REFERENCES

Atkinson, John W., and David Birch (1978...)

13/3,K/77 (Item 24 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

05918915 SUPPLIER NUMBER: 12543355 (USE FORMAT 7 OR 9 FOR FULL TEXT)

The controversy surrounding customer-based intangibles. (includes related article)

Burckel, Daryl V.; Daughtrey, Zoel W.; Carter, Fonda
CPA Journal, v62, n5, p44(8)

May, 1992

ISSN: 0732-8435 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 5424 LINE COUNT: 00457

... allocated to the buyer following groups in the order indicated, Furthermore, both the buyer and seller must file an information return (Form 8594) that provides certain data to the IRS, in order to further discourage inconsistent buyer and seller tax reporting positions.

Class I Assets. **Class I assets** consist of cash, demand deposits, and similar assets. The allocation of the **purchase** price is first made to this **class** of assets up to their fair market value.

Class II Assets. The second allocation is made to **Class II assets** which are made up...

13/3,K/78 (Item 25 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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05768042 SUPPLIER NUMBER: 11878635 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Haystack searching. (Verity Inc.'s Topic search software) (includes related article on fuzzy logic searching) (Computers/Communications)

Churbuck, David

Forbes, v149, n4, p130(2)

Feb 17, 1992

CODEN: FORBA ISSN: 0015-6914 LANGUAGE: ENGLISH RECORD TYPE:
FULLTEXT; ABSTRACT

WORD COUNT: 976 LINE COUNT: 00077

... Hamilton, which contracts with the government.

Clifford Reid, the 33-year-old MIT and Harvard **Business School** graduate who founded Verity in 1988, calls his firm's approach "conceptual searching." Verity is aiming its **Topic** software not at occasional **users** of the sort who might call up Dialog or Dow Jones News Retrieval when they **visit** a library, but rather at corporations making the same sorts of inquiries over and over. Example: a pharmaceutical company tracking adverse reactions to its products through several **databases** connected over a local area network. One **database** would hold Federal Drug Administration **reports** on the drugs, another internal lab **reports** and another communications from physicians noting reactions.

Topic takes advantage of the repetitiveness of queries...

13/3,K/79 (Item 26 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

05515779 SUPPLIER NUMBER: 11411194 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Information 2000; computer wizardry will radically alter how distributors
and their customers communicate. (Part 1) (includes related articles)
(Cover Story)
Casper, Carol
Institutional Distribution, v27, n12, p51(6)
Oct, 1991
DOCUMENT TYPE: Cover Story ISSN: 0020-3572 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT
WORD COUNT: 3974 LINE COUNT: 00316

... assembly and dissemination of vast data bases of useful information on every aspect of the **business**. Possibilities range from trend **reports** on **customers**' buying habits by individual item, brand, or category, by individual customer site, class, or region, to nutritional breakdowns, detailed preparation instructions, menu suggestions, and market outlooks for every product.

In this environment, the foodservice **distributor**'s role will evolve further than ever from being simply a conduit for transporting product...

13/3,K/80 (Item 27 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

05231702 SUPPLIER NUMBER: 10518364 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Target marketing: turning birds of a feather into sitting ducks; does new
technology threaten consumer privacy?
Smith, Robert Ellis
Business and Society Review, n76, 33-37
Wntr, 1991
ISSN: 0045-3609 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 3119 LINE COUNT: 00248

... is that the source of the information was to be Equifax's millions of credit **reports**. Equifax is not extracting information about creditworthiness or specific purchases from the credit bureau **database**, as it is quick to point out. But the basic list of names was generated by credit files, buying frequency, and types of purchase choices. Census information (not individually identifiable, but refined to "census blocs" of 200 or so persons) adds to the **demographic** portraits.

Using techniques available elsewhere to identify its current clientele, a small **business** could have prowled through "MarketPlace":

Households" to find more customers who are similarly situated. (As...)

13/3,K/81 (Item 28 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

05222360 SUPPLIER NUMBER: 11337932 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Taking advantage of 'system application architecture.' (Computer Solutions
Inc.'s Order Power)
Schell, Ernest H.
Catalog Age, v8, n1, p83(2)
Jan, 1991
ISSN: 0740-3119 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 1551 LINE COUNT: 00130

... counts, audit trail, yes/no explode kit components/ship partial kit
order, price/discount priority profile , user -defined
inventory/accounting transaction rules, out-of-stock/items below reorder
point report , on-line purchase orders , consolidate vendor orders
across multiple inventories, maintain vendor 's SKU number, post receipts
directly to inventory file , replacement cost calculation.

Customer file: Add/delete/change customer records (even during
order-entry), share...

13/3,K/82 (Item 29 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

05216495 SUPPLIER NUMBER: 10930287 (USE FORMAT 7 OR 9 FOR FULL TEXT)
DEC targets newspaper voice information systems: product package puts
multiple capabilities onto single platform. (Digital Equipment
Corp.) (American Newspaper Publishers Association Technical Conference:
Conference Coverage)
Rosenberg, Jim
Editor & Publisher, v124, n24, p26(3)
June 15, 1991
ISSN: 0013-094X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 1871 LINE COUNT: 00157

... available to create, modify and update applications and are
designed for flexible collection, analysis and reporting of MIS
information. Using the client/ server computing model, they are expected
to facilitate information sharing across circulation, advertising and
customer service.

The reader-response database becomes the advertisers ' source not
only for ad responses but for the demographic and psychographic profiles
assembled in the course of interaction between applications and users .
DEC said a single system with 24 to 48 lines can grow to 72 lines...

13/3,K/83 (Item 30 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

04912188 SUPPLIER NUMBER: 09329244 (USE FORMAT 7 OR 9 FOR FULL TEXT)
An eye on our changing industry: printing shipments should increase to \$172
billion in 1991, up 2.1 percent. (Forecast 91)(includes related articles
on the economy) (Cover Story)
American Printer, v206, n3, p29(7)
Dec, 1990
DOCUMENT TYPE: Cover Story ISSN: 0744-6616 LANGUAGE: ENGLISH

Search Report from Ginger D. Robert

RECORD TYPE: FULLTEXT
WORD COUNT: 2854 LINE COUNT: 00241

... lower cost to advertisers through greater use of computer-based technology and satellite transmission. The report indicates that by compiling computerized databases to provide information on demographics, lifestyles and buying patterns of readers, newspapers will be better able to meet individual advertiser's needs.

13/3,K/84 (Item 31 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

04156739 SUPPLIER NUMBER: 08209129 (USE FORMAT 7 OR 9 FOR FULL TEXT)
3 agencies set to buy system with multi-CRS access function. (Robinson Travel, Kurdian Travel & Discovery Travel; SunRise, computerized reservation system)
Godwin, Nadine
Travel Weekly, v48, n101, p1(2)
Dec 18, 1989
ISSN: 0041-2082 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 905 LINE COUNT: 00071

... accounting and other data from far-flung locations can be consolidated within the network.

The reporting package includes the ability to create custom documents on a realtime basis for agency or customer use, taking advantage of the relational data base software structure, the vendor said.

In addition, according to TravelPro, the package includes: ability to introduce the agency's or client's bias into flight displays; local storage of profiles; local storage of PNRs before ticketing; office automation such as word processing, graphics, fax and...

13/3,K/85 (Item 32 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

04067679 SUPPLIER NUMBER: 07782443 (USE FORMAT 7 OR 9 FOR FULL TEXT)
The 1990 census: the good, the bad, and the undercount. (Demographics; includes related article on sales territory planning)
Kern, Richard
Sales & Marketing Management, v141, n8, p48(4)
July, 1989
ISSN: 0163-7517 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 2641 LINE COUNT: 00202

... 50 states plus Washington, D.C., will cost \$56,025.

However, because TIGER is a database, software is needed to make it usable. Thus, marketers will most likely turn to software vendors like Market Statistics and GDT, who will purchase TIGER files and write programs that massage the database with, say, 1990 Census data as well as the user's own statistics. Bob Katz, senior vice president of Market Statistics, says his firm will focus its efforts on things like site selection, report generation, and territory analysis. A list of software vendors is available from the Bureau. Contact...

13/3,K/86 (Item 33 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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Search Report from Ginger D. Robert

03922190 SUPPLIER NUMBER: 07634241 (USE FORMAT 7 OR 9 FOR FULL TEXT)
The byte stuff '89. (food service management software and systems) (part 1)
(directory)
Woodman, Julie; Woodman, Kate
Restaurants & Institutions, v99, n13, p169(7)
May 15, 1989
DOCUMENT TYPE: directory ISSN: 0273-5520 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT
WORD COUNT: 3767 LINE COUNT: 00352

... planning, empty professional recipe data base, POS interface, and desktop publishing of menus. Separate modules: Business Sense (accounts receivable/payable; payroll, including tip reporting). Special features/services: Data loads into spreadsheet for user analysis; user-modifiable; electronic mail; uses "mouse" technology; "Help" hotline free first year; training included with purchase ; free demo disk available.
Dynatran Computer
Systems Inc. 525
5150 SW Griffith Dr. Beaverton, OR...

13/3,K/87 (Item 34 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

03289643 SUPPLIER NUMBER: 05111166 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Vendors plan for the PC. (new products for the market) (Focus: 1987 Profit Profile)
Godwin, Nadine
Travel Weekly, v46, p42(4)
July 31, 1987
ISSN: 0041-2082 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 1511 LINE COUNT: 00121

... will search Enterprise's data base as well as Apollo's for trip choices when retailers store special trip options on behalf of clients . Other features are: more sophisticated interaction between profiles and product displays ; greater flexibility for manipulating information in the computer and for communicating electronically with branches and clients ; a module that allows agents to merge corporate data (such as T&E statistics) with data in Enterprise for combined reports ; a business planning and performance module for the agency; software for modeling, and the typical...

13/3,K/88 (Item 35 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

02175933 SUPPLIER NUMBER: 03502670 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Uncharted territory: automating claims processing.
Fischer, Erwin G.
Best's Review - Property-Casualty Insurance Edition, v85, p82(2)
Nov, 1984
ISSN: 0161-7745 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 1107 LINE COUNT: 00093

... control of loss and expense payments requires the best possible claims administration and loss analysis reporting . This is in part accomplished by providing on-line access to all claim file history along with reserve and payment audit trails for each occurrence. Thus management has the...

Search Report from Ginger D. Robert

...off all loss information and the ability to track (and retrieve) the activities of those individuals associated with the handling of each loss, management should be able to extract timely and meaningful reports , statistics , trends and workload performances to make the crucial judgments and decisions required to improve loss control.

MEETING USER NEEDS

Whether one purchases a claims application from an outside vendor or attempts to develop one internally, it is essential that it be user-oriented and...

13/3,K/89 (Item 1 from file: 553)
DIALOG(R)File 553:Wilson Bus. Abs. FullText
(c) 2001 The HW Wilson Co. All rts. reserv.

03308505 H.W. WILSON RECORD NUMBER: BWBA96058505 (USE FORMAT 7 FOR FULLTEXT)

Talk to your pharmacist!.

Yobe, Valerie

Marketing Magazine v. 101 (July 22-29 1996) p. S9

LANGUAGE: English

WORD COUNT: 393

...ABSTRACT: database is a very valuable information source for PMB members because it provides information on shopping habits at individual national and local retailers for a range of product categories. This information provides a new way for retailers to examine their markets and target customers so that a marketing strategy can be developed and fine-tuned. An example is provided of how the database can be used to produce profiles of customers at various pharmacies in Quebec on the...

13/3,K/90 (Item 2 from file: 553)
DIALOG(R)File 553:Wilson Bus. Abs. FullText
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03075888 H.W. WILSON RECORD NUMBER: BWBA95075888

Info-driven marketing.

AUGMENTED TITLE: international; special report

Advertising Age (Advert Age) v. 66 (Oct. 16 '95 supp Advertising Age International) p. I8-I10

LANGUAGE: English

ABSTRACT: A special report on information -driven marketing in foreign countries features articles on international retailers ' growing dependence on information databases to enlighten them on consumer buying habits and U.K. retailers ' increasing use of scanning technology to promote effective marketing.

13/3,K/91 (Item 3 from file: 553)
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02813368 H.W. WILSON RECORD NUMBER: BWBA94063368

Time to get hooked.

AUGMENTED TITLE: Internet for serious investors

Kichen, Steve

Forbes v. 154 (Sept. 26 1994) p. 158+

LANGUAGE: English

ABSTRACT: The thousands of computer servers and databases scattered

Search Report from Ginger D. Robert

worldwide that comprise the Internet offer a tremendous potential resource for serious investors. The Internet can deliver security prices, stock screens, business news, financial reports, economic indicators, and other investment information to nearly any personal computer. Moreover, accessing the Internet just became a lot easier for ordinary PC users with the release of Internet communications software that runs on Macintoshes or Windows-equipped machines...

13/3,K/92 (Item 4 from file: 553)
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02809459 H.W. WILSON RECORD NUMBER: BWBA94059459
A potent new tool for selling: database marketing.
AUGMENTED TITLE: cover story
Berry, Jonathan
Verity, John; Kerwin, Kathleen
Business Week (Bus Week) (Sept. 5 '94) p. 56-62
LANGUAGE: English

ABSTRACT: A cover story examines the growth of **database** marketing. Marketers are investing millions in **databases** that allow them to determine who their customers are and how to retain them. Consumers...

...about themselves to marketers. American Express's Barrington Hill says that Amex basically stores every **transaction** of every cardmember. Massively parallel computers are used to "crunch" the data in all sorts of sophisticated ways. The results are **profiles** of **individual consumers**' interests, incomes, and **buying** patterns. Marketers are realizing that **consumers**' past behaviors, as documented by recorded **business transactions**, are the best indicators of their future buying patterns. Some **database** marketers **report** double-digit response rates to their promotional offers, versus a typical 2-4 percent rate...

13/3,K/93 (Item 5 from file: 553)
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02783289 H.W. WILSON RECORD NUMBER: BWBA94033289
Special report: promotions.
Brandweek (Brandweek) v. 35 (Mar. 21 '94) p. 32-44
LANGUAGE: English

ABSTRACT: A special **report** on sales promotions contains articles on a consumer behavior study conducted by the PMAA Research Committee and Promotional Decisions Inc., which attempts to quantify the role of promotion in the **purchase** of goods and services; the practice of cross-promotion, wherein marketers for different companies with similar target **demographics** join forces; the frequent-**customer purchase** programs of several fast-food chains, which are promotional efforts to increase **business** from repeat **customers**; and the continued success of free-standing inserts. In addition, a **table** provides statistics on 1993 couponing and promotion spending for various product categories.

13/3,K/94 (Item 6 from file: 553)
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02006549 H.W. WILSON RECORD NUMBER: BWBA91006549
Consumer nondurable.

Search Report from Ginger D. Robert

AUGMENTED TITLE: Forbes yardsticks of corporate performance

Weisman, Katherine

Forbes (Forbes) v. 147 (Jan. 7 '91) p. 138-40

LANGUAGE: English

ABSTRACT: Part of a special report on U.S. industry. According to Conference Board economist Albert Sommers, U.S. consumers spent...

...2.5 percent. The apparel downturn that began in late 1989 has also affected textile manufacturers. Margins are being squeezed even further because consumers are buying fewer home accessories. A table provides financial profiles of 18 personal care products, 15 apparel and shoe, 9 textile, and 7 photography and...

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Search Report from Ginger D. Robert

?show files;ds
File 278:Microcomputer Software Guide 2001/Dec
(c) 2001 Reed Elsevier Inc.
File 256:SoftBase:Reviews,Companies&Prods. 85-2002/Dec
(c)2002 Info.Sources Inc

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S6	35098	E()TAILER OR ETAILER OR E()MARKETER OR EMARKETER OR EMERCH- ANT? ? OR VENDOR? ? OR ADVERTISER? ? OR BUSINESS
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